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THE NATIONAL NEWSPAPER OF MARKETING

In Hall of Fame . . .

Burnett Tells N.Y. of Michigan Ave. Appleknockers

'Sassy' Adman Hits 'Interplanetary Inc.,' 'Apostle of Unoriginality'

NEW YORK, April 13—A Copywriters Hall of Fame was set up officially last night, and Leo Burnett, chairman of Leo Burnett Co., Chicago, was installed as its first resident. The occasion was the first annual Gold Key banquet of the Advertising Writers of New York, with over 200 attending.

Leo Burnett

Besides honoring the Chicagoan, the New York group also presented its Gold Key awards (typewriter keys, that is) and merit certificates to writers of the winning ads in the club's competition held last month (AA, March 13).

Mr. Burnett, admittedly "a little sassier than usual—after all, I don't get a pass into the copy man's hall of fame every day—" brought the New Yorkers "news of how we appleknockers do things out there among the hay ricks and silos of Michigan Ave."

In so doing, he also tossed some rotten apples at how things are done on Madison Ave.

■ "Out on Michigan Ave., where the tall corn grows," he said, folks haven't started dividing agencies up—"as Interplanetary Inc. (or whatever that is) has done, with separate letterheads" or as other agencies are doing by creating "many-agencies-under-one-roof loosely bound together by some manner of plans boards, which may check the work at long intervals, and sometimes I have suspected, primarily in retrospect."

At his agency, Mr. Burnett said, "we have a handful of creative executives—a parcel of opinionated malcontents—through whom

(Continued on Page 143)

DUBONNET DEBUT—*A still from the new Dubonnet wine campaign being launched by Schenley Import Co. Each of those glasses carries the Schenley motif, center of the broadcast code-defying controversy* *(see story on Page 150).*

U.S. Reveals Adman's Program for $2,500,000 Tourism Ad Drive Abroad

Locally Oriented, Well Researched Campaigns in 12 Nations Urged in Plan

WASHINGTON, April 12—Commerce Secretary Luther Hodges revealed today that the blueprint for the government's proposed tourism program visualizes promotional offices in six key countries, supported by six roving promotional officers, and a $2,500,000 ad drive in 12 selected countries.

The program, developed on orders from President John F. Kennedy, will be used to wipe out a billion dollar "tourism gap." Its sponsors think the number of foreign visitors to the U.S. can be increased from 500,000 (excluding Canadians) in 1960 to more than 1,000,000 by 1964.

■ The targeted plan is based on recognition that "tourism has become one of the most competitive business enterprises in world commerce." Approaching the task "as a business problem," it emphasizes that the drive could result in an embarrassing failure unless the U.S. selects its markets carefully, researches them exhaustively, and uses sales and advertising approaches which appeal to the people the U.S. wants to reach.

United Kingdom, Germany, France, Australia, Japan and either Venezuela or Brazil were identified as the most promising sites for fulltime travel offices. The ad drive would be allocated to United Kingdom, Germany, France, Venezuela, Japan, Australia, Brazil, Colombia, Italy, Holland, Belgium and Switzerland.

■ Traveling representatives would provide additional sales coverage in United Kingdom and Germany, and would cover Holland, Belgium, Spain, Portugal, much of South America, Mexico and Central America, Switzerland, Italy and Austria. If the six initial offices prove productive, other offices would be opened later. Italy, Scandinavia, Mexico and Brazil would be among the likely loca-

(Continued on Page 149)

Ford's Autolite Buy May Spark Ad Switches

BBDO May Lose Newly Added Account; JWT May Face Champion Conflict

DETROIT, April 14—Ford Motor Co.'s purchase for $28,000,000 of the Autolite trade name and distribution rights could lead to the eventual shifting of an estimated $8,000,000 worth of advertising accounts and involve two or three agencies.

Here is the situation: Ford purchased this week from the Electric Autolite Co., Toledo, a battery plant, a spark plug plant, and rights to the Autolite brand name, plus the sales and distribution organization. This puts Ford in the spark plug and battery business.

■ Electric Autolite still has a healthy operation in supplying original equipment manufacturers, including Ford, American Motors, Chrysler, John Deere, Mack trucks and others. Electric Autolite also will continue to market plugs and batteries under its other trade

(Continued on Page 12)

79% Hike Asked for 2nd Class Mail, 40% Boost for 3rd Class

WASHINGTON, April 14—The Kennedy administration today set wheels in motion for an unprecedented postal rate increase which would involve an immediate 79% hike in newspaper and magazine mailing costs and a 40% boost in bulk third class.

The bill forwarded to Congress by Postmaster General J. Edward Day this noon contemplated $741,000,000 in new revenue. Together with $90,000,000 which Mr. Day expects to raise through administrative increases in special services and parcel post, it is supposed to close the $831,000,000 gap between postal revenues and operating costs.

The administration told Congress it would like to have the new

(Continued on Page 141)

Record Number of Advertisers Used TV in '60: TvB

NEW YORK, April 12—Network television attracted a record number of advertisers—376—in 1960. The next best year in terms of numbers of clients was 1956, when 341 advertisers used the medium.

This upbeat news was released by the Television Bureau of Advertising, which already had reported record gross billings for the combined take of ABC, CBS and NBC last year. The 1960 billings estimate was $682,317,069, or nearly 9% above the 1959 level (AA, March 6).

■ Of the 376 advertisers in network tv, 348 ran schedules worth $25,000 or more. Some 53 companies used the medium for the first time. One newcomer was Dumas Milner Corp., which was the 100th biggest spender with a budget of $1,174,728. Heaviest advertised Dumas products were Perma Starch with $812,508 and Pine-Sol room deodorant with $362,220. Another new sponsor was Plough Inc., which allocated $1,124,788 for seven products. Nearly half of the budget went to St. Joseph's aspirin for children.

Among other notable first timers: Proctor-Silex Corp. at $950,698; 20th Century-Fox Film Corp. at $698,950; Field Enterprises at $587,898; and U.S. Borax & Chemical Corp. at $483,398.

■ As always Procter & Gamble led the list of spenders—despite a nearly $4,000,000 drop from its 1959 pace. American Home Products boosted its budget to take second place on the list from Lever Bros. Down about $4,000,000 from '59, Lever placed third, with General Motors, Colgate-Palmolive and General Foods next in line.

Major spending categories for network tv last year, in order, were food and food products; toiletries and toilet goods; drugs and remedies; smoking materials; soaps; cleansers and polishes; and cars, accessories and equipment.

Individual figures appear on Page 148. #

World Advertising Gains on U.S.

Advertising is growing so much faster in other nations than in the U. S. that it will equal U. S. volume in ten years, if present growth rates continue, ADVERTISING AGE reports in a special section starting on Page 81.

Ten years ago foreign nations' advertising was one-fourth or one-third of U. S. advertising. Last year it rose to half, AA reveals in a review of the world ad scene. As the international ad tempo mounts, AA reports on foreign sales and advertising of ten leading U. S. companies abroad; 20 top advertisers in international media; the global advertising of the world's tenth largest advertiser; operations of a top British agency; and up-to-the-minute ad picture in such nations as Australia, Brazil, Britain, France, Germany and Japan.

1st Quarter Magazine Revenues Off 1% From '60 High; Monthlies Show Gain

Pages Dip 10%; Dollar Total Is $190,330,230 for Quarter, PIB Finds

NEW YORK, April 11—Magazines had a tough time during the first three months of 1961, when they declined 10% in pages and 1% in revenue, according to figures compiled by the Publishers Information Bureau.

The PIB found one ray of sunshine, however, saying: "Total of magazine dollars still exceeded the total for the same period in all other years" except 1960, which was "the biggest year in magazine history."

In the first quarter of 1960 magazines reported $191,629,370 in revenues and 18,296 pages. In the initial three months of this year revenues were at $190,330,230 and pages at 16,541.

Fashion books, monthlies and women's magazines were the only category to show increases in dollars, and monthlies were ahead in pages.

Individual figures appear on Page 52. #

Last Minute News Flashes

McLaughlin to Join Webcor as Marketing Director

CHICAGO, April 14—James McLaughlin, advertising manager of Sunbeam Corp., has resigned and will join Webcor Inc. on May 8 as director of marketing—a new position. Mr. McLaughlin took over the top Sunbeam ad post just two weeks ago following the departure of W. B. Courtney (AA, April 3). No successors to Messrs. McLaughlin and Courtney have been named.

Easy Laundry Unit Names F&S&R

PITTSBURGH, April 14—Easy laundry division of the Murray Corp. has appointed Fuller & Smith & Ross to handle its advertising. F&S&R has handled the company's Eljer division for 16 years. Earle Ludgin & Co., Chicago, had resigned the account (AA, March 20).

Ford Agrees to Drop Gas Mileage Claims for Falcons

WASHINGTON, April 14—Federal Trade Commission today announced that Ford Motor Co. has stipulated that it will not claim that Falcons get 30 miles per gal. and Falcon pickup trucks 30.5 miles per gal. under normal driving conditions. Similar stipulations had previously been obtained covering gas claims for Chevrolet's Corvair (AA, Oct. 24, '60) and Chrysler's Valiant (AA, Feb. 13).

(Additional News Flashes on Page 141)

Unilever Seen at World Ad Level of $300,000,000

Marketer's Sales Rose in '60, but Profits Were Down

LONDON, April 11—Unilever, the world's largest advertiser, had a rough time in 1960. Sales were up, but profits were off.

Unilever's annual report disclosed difficulties in many parts of the world. The company lost ground in the U.S. Unsettled political conditions disrupted its business in the Congo. And in the Netherlands, one of its margarine brands was held responsible for an outbreak of skin disorders.

ADVERTISING AGE asked Unilever to provide figures on its worldwide advertising expenditures, as it did in 1958, when Lord Heyworth was chairman. The company replied that the release of figures three years ago was a special circumstance, and the board did not want to make public these expenditures as a regular practice.

In 1958, Unilever reported that it spent $232,400,000 on advertising around the world in 1957. AA estimates that the company's expenditures now exceed $300,000,000, with the U.S. accounting for more than one-third of the total.

■ But the annual report shows that even this gigantic expenditure was not enough to prevent Unilever from slipping back in some of its more vital markets in the U.S. In the soap and detergent fields, Unilever reported, "competitors won back some of the ground which they lost to us in previous years. Vigorous efforts are, however, being made to develop a number of new and improved products."

Unilever also reported "fierce competition" in the U.S. in the toilet preparations field. This resulted in sales of Pepsodent and Stripe toothpastes falling below their 1959 levels. Both brands recorded increased sales in Canada, however.

Competition is also "very strong" in the field of quick-frozen ready-to-eat meals, the report noted, and results of the Dinner-Redy Corp. were disappointing.

U.S. sales of Unilever margarine brands showed little change, and those of shortening fell slightly.

■ Bright spots for Unilever in the U.S. were Lipton soups, which "exceeded the high level of the previous year," and tea, where both turnover and profits increased and progress was made with instant tea.

Unilever's global advertising bill covers hundreds of brands and a wide range of goods such as soaps, toilet preparations, margarines and other foodstuffs, from frozen fish to sausages and ice cream. It is spread over nearly 200 companies and more than 100 countries, 50 of them where Unilever manufactures and markets, the rest territories where Unilever products are sold.

In the U.S. it covers the advertising activities of Lever Bros. Co., Thomas J. Lipton Inc. and Dinner-Redy Corp.

Taking a global view of the group's business in 1960, the directors reported that turnover was up but trading profits were down, compared with 1959. This was attributed to three factors:

1. A checking of the rapid economic expansion throughout the world which had characterized 1959.

2. Ever-increasing competition in nearly all Unilever's spheres of operation, particularly in western Europe and the U.S.

3. A very poor summer in Europe which reversed the trend of 1959, when the exceptionally hot summer helped some Unilever product groups, particularly ice cream.

■ "The upshot was that in contrast to 1959, when we were able to report an improvement in trading profits on all sides of the business, we experienced in 1960 a setback in profits on detergents, ice cream and toilet preparations," the directors said in their report to shareholders.

"Profits on quick-frozen foods [edible fats] and dry soups continued to increase."

Combined trading profits, which showed a 24% improvement in 1959, fell by 8%.

Consolidated net profit for 1960 was $145,549,600, compared with the 1959 figure of $168,350,000. #

'McCall's' Names James Ad Director; Buck Is Promoted

NEW YORK, April 13—Alden James, formerly senior vp and sales director of Outdoor Advertising Inc., has been named advertising director of *McCall's*, effective immediately.

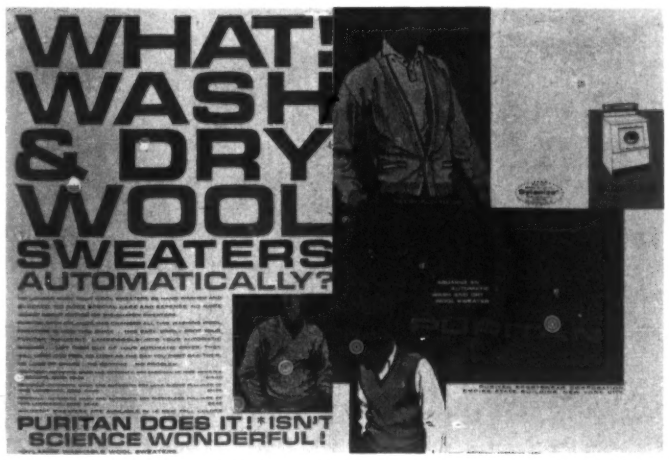
Thomas F. Buck, the magazine's previous ad director, has been

Alden James Thomas F. Buck

named assistant to the publisher, according to A. Edward Miller, publisher.

Mr. James, prior to joining OAI in 1959, had been with the sales staff of *This Week Magazine* from 1935 to 1946 and advertising vp of P. Lorillard Co. from 1946 to 1956, when he rejoined *This Week* as exec vp.

Mr. Buck, who joined *McCall's* in 1958, was previously marketing director of Fuller & Smith & Ross. #



SHRINKPROOF WOOL—*This color spread in a September issue of the New York Times Magazine will introduce Puritan wool sweaters which can be automatically washed and dried.*

Puritan Promotes Dylanize Process, Washable Sweaters

NEW YORK, April 11—Now wool sweaters can be tossed into the automatic washer and tumble dryer with the same abandon as synthetic wash-and-wear fabrics—thanks to special construction and a new chemical treatment called Dylanize.

The new development will be introduced to the consumer this fall in men's sweaters by Puritan Sportswear Corp. The company has exclusive rights to the Dylanize process for its sweaters for the fall season. The Dylanize trademark is owned by W. M. Stevensons, USA, Inc.

■ Consumer advertising will start in September in *Coronet* and the *New York Times Magazine*. It will also run in an October issue of *The Saturday Evening Post*, the December *Esquire* and the Dec. 3 issue of the Metro *Sunday* group. The *Times* ad will be a spread; the others will be page units.

The ads will be headlined: "What! wash and dry wool sweaters automatically?"

The copy will explain: "No longer must your wool sweaters be hand washed and blocked. No more special care and expense. No more worry about matted or mis-shapen sweaters. Puritan, with Dylanize, has changed all this. Washing wool sweaters is now this quick . . . this easy. Simply drop your Puritan 'Aquaknit' lambswools into your automatic washer . . . lift them out of your automatic dryer. They will look and feel as lush as the day you first saw them. No loss of shape . . . no matting . . . no problem."

■ Puritan is bringing out five styles this fall in 14 colors. Next spring it will introduce the Dylanize process in its boys' sweaters, and by 1962 it expects every Puritan wool sweater to be Dylanize-treated.

The Puritan sales force has been on the road with the new line for three weeks, and has "never had such a reaction," Frank M. Titelman, president, said. "We expect this new development to double our volume in two years," he added.

The campaign is a co-op venture sponsored by Puritan and the Wool Bureau. Fladell, Harris & Breitner Advertising is the agency for Puritan. #

Wometco Net Income Up 43%

Wometco Enterprises, Miami, reported a gross income of $12,673,650 for 1960, which was 21.4% above the $10,396,241 recorded in 1959. Net income for 1960 was $1,013,429. This was 43.2% over the $707,550 for 1959, before non-recurring gains of $228,786 for that year. Wometco owns radio-tv stations and theaters, and is in other diversified activities.

Aquafilter to Smith/Greenland

Aquafilter Corp., Newton, Mass., has switched its account from Sackel-Jackson Co., Boston, to Smith/Greenland Co., New York. Aquafilter manufactures disposable cigaret filter tips.

$1,000,000 York Corp. Account Moves to Lefton

Borg-Warner Unit Liked Account Group Setup, Agency's Proximity

YORK, PA., April 12—York Corp. division of Borg-Warner Corp. today moved its $1,000,000 advertising account from Keyes, Madden & Jones, Chicago, to Al Paul Lefton Co., Philadelphia.

The Lefton agency was selected from four finalists which made presentations about three weeks ago. York, which manufactures residential and commercial heating, cooking and air conditioning products, said Lefton was selected because of its experience in the field and because of the account group which it agreed to assign to York.

■ Although the reasons for leaving Keyes, Madden were obscure, it was well known that York wanted an agency closer to its home base. The company had considered some 14 agencies over the past 12 months (AA, March 6, '61) before picking Lefton.

Keyes, Madden acquired the account more than two years ago when the agency made an agreement with Donahue & Coe to handle D&C's accounts in Chicago (AA, Dec. 1, '58). #

Now It's Official: Dade County Settles Account with Harris

MIAMI, April 12—Harris & Co. yesterday was awarded the much-sought $200,000-$250,000 Miami-Metro tourist advertising account. The agency takes over the account next October for one year, and has an option for the second year.

Approval took just five minutes on the Dade County Board of Commissioners agenda yesterday, culminating four weeks of presentations and consideration (AA, April 3, 10).

■ The same commission which deadlocked six to six last week, Tuesday voted nine to one, with two abstentions, to approve a resolution upholding the recommendation of the acting county manager for the selection of the agency for joint county and municipal advertising promotion.

The committee, consisting of Hoke Welch, acting county manager, and Lew Price, publicity director of the city of Miami, heard presentations by ten Miami agencies, then with the help of a five-man advisory board, recommended the appointment of Harris.

■ When news of the selection reached the agency president, Erwin Harris, he remarked: "We are pleased that the Dade County commission approved the choice of the advertising committee.

"Our agency's next important piece of business is the conversion of the assets of the revolutionary government of Cuba (which Harris has been holding for many months) into payment in full of the obligations to us" (AA, July 11, Oct. 3, '60).

■ Harris' presentation to the committee recommended the use of full-color advertisements in national Sunday supplements, newspapers nationwide, class magazines, Latin American publications, travel publications, carrier and travel agents tie-ins, outdoor advertising and collateral materials. #

Highlights of This Week's Issue

Walter Plaut, president of Lehn & Fink, discloses that a new aerosol package helped Instant Medi-Quik capture 54% of sales in test markets in ten weeks. ..... **Page 6**

Dr. L. G. Maison, president of L. G. Maison Co., tells of the Poultry & Egg National Board's indirect advertising approach through use of medical ads and writers. ..... **Page 8**

Expansion of the American League increases difficulties in sales of major league baseball on tv network. ..... **Page 20**

New Department of Commerce campaign will urge business men to go ahead with plans for modernizing and expanding their facilities and expanding their marketing into overseas areas. ..... **Page 24**

Alan Pryce-Jones, English author and publisher, says the selling powers of radio and tv in the book field are not as well utilized in the U.S. as in England. ..... **Page 30**

Edmund W. J. Faison, president of Visual Research, says the rush of many leading companies to modernize their trademarks has resulted in a sameness that is destroying the very goal these companies set out to attain. ..... **Page 34**

American Motors cashes in on its Rambler victories in the Pure Oil Economy Tests with ads designed to snipe at the recent Mobilgas Economy Run, while they boost Rambler. ..... **Page 38**

Glamorene Products kicks off the biggest spring cleaning advertising push in its history, earmarking more than $250,000 in a two-media promotion of its line of household cleaners. ..... **Page 40**

Morton J. Simon, attorney and specialist in the legal aspects of advertising, warns that the government climate, both national and local, concerning advertising, is steadily worsening, and there is no prospect of change for the better in sight. ..... **Page 52**

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100 Top Network TV Advertisers, 1960 ..... **Page 148**

***In another chart on Page 81 "Ad Growth in Leading Nations" Japan and France are transposed. The figures should be 16% for France and 25% for Japan.**

Demise of three of the four leading general interest magazines in Britain, leads to renewed plans of an English-language edition of Paris-Match, reportedly to be launched next spring with a minimum guarantee of 800,000. ..... **Page 64**

Harvard University's humor magazine, Lampoon, will take over the July issue of Mademoiselle. ..... **Page 68**

United Air Lines investigates the possibility of selling advertising in its own monthly publication, Mainliner, which is distributed to passengers aboard its planes. ..... **Page 70**

Rev. Godfrey Poage, director of vocations of the Passionist Fathers, urges adoption of Madison Ave. advertising methods to promote religion among youngsters. ..... **Page 140**

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IAA Marks New High in Members as Meeting Opens

Group Still Has 50-50 Ratio of U.S. Members; Features Ad Competition

NEW YORK, April 14—The International Advertising Assn., which opens its 13th annual meeting here April 17, has reached a new membership peak.

Some 300 new members have been added since last June 1, bringing the total to about 1,500, a net gain of 100 over last year.

Contributing to the expansion was the opening of new chapters around the world. The IAA's 13th local chapter was recently established in Tokyo. At last year's convention nine chapters were in operation.

IAA membership continues to break down about 50-50 between the U.S. and overseas.

The association works on a fiscal year ending May 31. New officers will be elected at the first meeting of the new board of directors on April 27. Elmo C. Wilson, president of International Research Associates, is expected to be re-elected as IAA president.

■ The theme of the April 17-19 sessions at the Waldorf-Astoria is "World Marketing—Prospects, Problems & Profits." The featured speakers will be Andrew Heiskell, board chairman of Time Inc., who has just returned from a trip around the world, and William E. McKeachie, retired president of McCann-Marschalk Co.

As usual, there will be a number of delegates from abroad. Among those taking part in the program will be Goran Tamm, managing director of Svenska Telegrambyran, Sweden's largest agency; Leslie B. Cort, head of international operations of Colman, Prentis & Varley, London; and David Dutton, managing director of London Press Exchange.

■ An innovation at this year's meeting will be a display of outstanding international advertising. This will consist of the entries in the IAA's first print media competition. More than 400 entries were received, from 16 countries. Winners will be announced at the April 18 luncheon by Bernard Rome, Rome Research, chairman of the competition.

A panel of judges met here yesterday to select the winners. On the panel were A. O. Buckingham, Young & Rubicam; William B. B. Fergusson, Colgate-Palmolive International; James Constable, International Business Machines; Robert Gage, Doyle Dane Bernbach Inc.; and Mr. McKeachie.

Chairman of this year's convention is Harry Thompson, director of *Newsweek's* international editions. #

Ettinger Joins Technicolor

Technicolor Inc., Los Angeles, which last week assigned its consumer division account to Kenyon & Eckhardt, Los Angeles, has named Edward E. Ettinger to the new post of exec vp. Mr. Ettinger formerly was with the parent company, Eversharp Inc., as vp of advertising, a post that remains vacant.

Berrien Joins L&N as VP

Curtis Berrien, formerly vp and copy director of William Esty Co., has been named a senior vp and creative director (a new title) of Lennen & Newell, New York, effective May 1.

Pierce Frost Giller

POPULAR?—*Most popular drink in Las Vegas during the convention of the American Bottled Water Assn. was—water. Among those attending were E. G. Frost, vp, Geyer, Morey, Madden & Ballard, Dayton, with clients E. G. Pierce III, advertising manager, and T. W. Giller, assistant sales manager, Emco Mfg. Co., Columbus.*

Ad Career Didn't Help Me at All, Bowles Tells CBS

If Starting Over, I'd Put Those 15 Years to Better Use, He Asserts

WASHINGTON, April 11—Chester Bowles, Under Secretary of State and a co-founder of Benton & Bowles, New York, deplored "the phony part" of advertising in a televised interview here April 9.

Chester Bowles

Appearing on "Washington Conversation," a CBS-TV program, Mr. Bowles was interviewed by CBS news correspondent Paul Niven. The portion of the interview dealing with advertising went as follows:

Niven: You celebrated your 60th birthday this past week, and you have crowded an awful lot into 60 years. You began in the advertising business; made a successful political career . . . ; served as ambassador to India, and then as governor of Connecticut; and finally, now, as Under Secretary of State.

I'd like to talk first about the advertising business. Did you go into advertising as a career, or did you go into it as a means to an end?

Bowles: Oh, much more by accident, I think, really. When I left college I tried to go into the foreign service, and as a matter of fact I was accepted by it, but my father was ill, and I couldn't continue as I wanted to. Then I tried to go into the newspaper business. And my family owned an old newspaper up in New England, but this didn't work out, so I sort of drifted into the advertising business, just after I left college.

Niven: Well, did you intend at

(Continued on Page 46)

Betty Crocker Cereals on West Coast Rejoin D-F-S

MINNEAPOLIS, April 13—Western regional advertising of General Mills' Betty Crocker line of hot cereals will shift June 1 from Knox Reeves to the San Francisco office of Dancer-Fitzgerald-Sample. The three products, Wheat Hearts, Protein Plus, and Hot Toasted bran, have been handled by the Minneapolis agency since 1959. Previously, the Wheat Hearts had been handled by D-F-S in San Francisco since 1951.

Advertising of the three brands will be limited to the seven Pacific Coast states. Alaska and Hawaii and will be supervised by Lawrence D. Dunham, vp and general manager of the D-F-S operation.

The agency's San Francisco branch was already handling advertising for Sperry Drifted Snow and La Pina flour lines.

Mr. Dunham and his staff will work with Otis M. Young, San Francisco advertising and sales promotion manager for Sperry. #

Chet, You've Been Away Too Long: Lusk

NEW YORK, April 11—Robert E. Lusk, president and chief executive officer of Benton & Bowles, issued a statement to rebut Mr. Bowles' remarks on advertising *(see story in adjoining column)*. Mr. Lusk said:

"Some of Mr. Bowles' remarks compel me to remind him that enormous changes have occurred in the marketplace, and correspondingly in advertising, since he left over 20 years ago. Advertising has vastly broadened its lines of communication and has developed completely new techniques in many

Robert E. Lusk

(Continued on Page 47)

Kansas Eliminates Sales Tax on Purchase of Newspapers

Kansas has repealed a 2½% nuisance tax which has been collected from the public on the sale of newspapers for the past eight months. The new law also provides for exemption under the retailers' sales tax act "sales and purchases of electricity for use in operating transmitting facilities for radio and tv stations and all rentals of transcription libraries, record and tape services, syndicated movies and film and tape programs used by stations."

In 1960, Shawnee County district court had ruled that the sale of a newspaper at retail was subject to Kansas sales tax, to be paid by the purchaser, effective Aug. 1, 1960 (AA, Sept. 5, '60).

All Else Is 'Ancillary' . . .

Skip Services Like Marketing; Make Better Ads, Spence Urges Agency Men

Canqdian Lever Exec Extols Creativity of Rolls-Royce, VW Ads

MONTREAL, April 11—Ads for Rolls-Royce and Volkswagen stand out in their field in much the same way as Shakespeare compares with Spillane, according to Robert G. Spence, marketing director of Lever Bros. Ltd., Toronto.

"As it happens," he told the Montreal chapter of the American Marketing Assn. here today, "I own neither of the two automobiles mentioned. Nevertheless, under given conditions I would buy one or the other."

The distinguishing feature about the advertising for the two cars, he said, can be expressed in one word—creativity.

"Simplicity, yes—interesting, yes—well written, yes—good art, yes—but most of all, outstandingly creative and, judging from sales results, most effective," he said.

Mr. Spence maintained there is a "swelling surge" of disenchantment with the lack of interesting and informative advertising.

■ One way to stem this surge, he said, is to free advertising agencies from the "choking coils of ancillary services" and turn them loose on their basic job of creating effective advertising. Mr. Spence said agencies should do only two things—create effective advertising and place this advertising as creatively as possible.

"It is obvious," he said, "that industry asks too much of agencies in the way of ancillary services. The agencies dissipate their time, thought and money on these services rather than directing their energies and abilities into the creative fields that at one time were thought to be their prime function."

Over the past 10 years, Mr. Spence said, a number of agencies have crept away from their basic job into fields they are not equipped to work in. The marketing agency, he said, is talked about today, rather than the advertising agency. An agency, he said, is not in a position to offer sound

(Continued on Page 144)

Cyanamid Ads Push Apple Eating, Omit Name of Fungicide

NEW YORK, April 11—American Cyanamid Co., a diversified chemical company, will promote apples this fall in a special campaign set for *TV Guide*.

Cyanamid's agricultural division will run the campaign in support of one of its principal customers, the nation's apple growers. Cyanamid sells the growers a fungicide named Cyprex, designed to control a major disease fruit growers have to contend with these days.

The Cyanamid ads are scheduled for six editions of *TV Guide*. Two insertions per issue will run for 11 weeks, beginning Oct. 14. The ads will be narrow strips across the bottom of the page.

The ads will carry a picture of an apple and a reminder to enjoy one while watching television. There will be only eight to 14 words in each insertion.

Neither Cyprex nor Cyanamid will be mentioned in any of the ads. The promotion was worked out in cooperation with the National Apple Institute. Cunningham & Walsh, agency for Cyanamid's agricultural division, is handling the campaign. #

Improve Image with Customers, Icely Tells Premium Users at Conference

Says Premiums Not a Depression Tool, but Can Be 'Slump Insurance'

CHICAGO, April 11—In discussing the semi-apologetic attitude of premium users toward the role of premiums in the marketing field, Raymond L. Icely, vp of Wilson Sporting Goods Co., warned the premium industry that it must complete the job of improving its image with customers, the public and the business community.

"I don't hold with the onetime view that the premium field is a 'depression baby'," Mr. Icely said in a talk at the annual Premium Advertising Conference, sponsored by the Premium Advertising Assn. of America.

"Premiums are not depression tools any more than salesmen or television are. But when the going gets a little rough we must use all our available tools to fight for our share of the dollar. Furthermore, premiums can be a form of 'slump insurance' for the supplier.

■ "Those of us who understand incentive merchandising have a distinct advantage in the present economy," he said. "Whether in using premiums to promote sales or in supplying premiums to help others, we have in this business an important weapon to improve our market positions."

The Wilson executive named five groups whose attitudes are basic to the successful growth of premium merchandising, but who need some reorientation in their thinking and policies. They included:

• **Premium users.** "An awful lot has been said and written about quality in premiums and we have a quality image today which has never been higher," Mr. Icely said. "Yet I believe there is still too much price consideration and too little conscience in some of our promotions.

"This is especially true of the self-liquidating premium offer, which, though a drop in the bucket in terms of total market, is still extremely important because it is the thing the public sees most about us. We still have too many instances of merchandise of questionable quality and too many exaggerated retail-value claims."

• **Premium suppliers.** "I have heard from many sales executives buying premiums that all too often an item is submitted by a salesman without any knowledge of the user's business. The chief approach seems to be that of price.

"If this trend continues, it will dry up the idea resources upon which premium promotion depends. The position of the supplier is a crucial one and in large measure can set the tone for all our premium merchandising activities. Supplier salesmen must take the

trouble to learn enough about the prospect and his business to tailor an effective program to his needs."

• **Advertising agencies.** "A recent survey among premium suppliers revealed agencies were important in influencing premium purchases in only about 5.5% of cases. Now we all realize that a sales-incentive program does not encompass commissionable expenditures and agency commissions on dealer-premium advertising are tiny if they exist at all.

"How the agency can be compensated for taking the trouble to know this field and service the client in it, I don't know. I do know the agency can strengthen its position in the client's marketing structure if it will learn the premium field thoroughly—not just self-liquidators—know what premiums can and cannot do and exercise a creative function in those areas.

• **Retailers.** "The segment of the retail trade which I believe needs greater attention from us in the premium business is the dealer who normally sells the products used as premiums. How often have we heard that premium use of a product hurts its sales at retail.

"Yet studies have repeatedly shown that premium use creates business, that advertising exposure given to a premium creates consumer acceptance of the item which means retail sales. Unfortunately, this has not been convincingly told to the various retailers. I believe we can increase premium mileage if we make a concentrated effort to get this story across to each of our retail trade groups.

• **Consumers.** "No amount of public relations or good will can offset the bad taste of one self-liquidator of poor value. A group of us here at this conference believe that we should set up an informal policing agency consisting of representatives from all phases of the premium business.

"This group would follow a simple policy of monitoring premium advertising as it appears and would present a vigorous protest to any member of the minority of premium users who abuse the principles of legitimate-value advertising and reasonable premium quality. Confidence at all levels is the essential ingredient in successful incentive merchandising."

■ Gordon C. Bower, president of PAAA, ripped into "the gloom boys of the 1960s" who suggest that buyers have reached a saturation point, and he warned the premium field against complacency.

"You and I know this is simply a lot of hokum," Mr. Bower said. "Researchers and people who keep their thumbs on consumer statistics point out that on a percentage basis, the proportion of people who plan to spend money on durable goods purchases in the next 12 months is just as high as it was in 1960, and substantially higher than it was in 1958 and 1959."

Pointing out that the leisure market runs into billions of dollars annually, Mr. Bower asked: "How many of us are taking advantage of these facts in the way we slant our premium offers? What premium publics are we talking to?

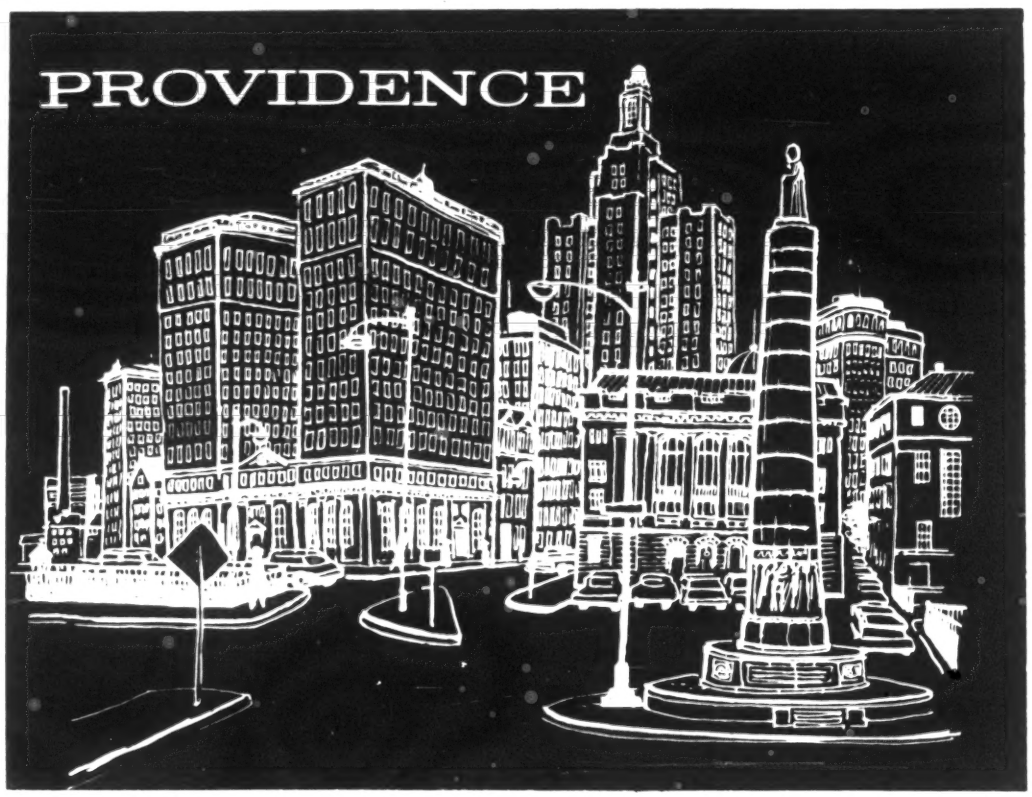
"The alert premium man and woman can convert these trends in people's needs and wants into good hard cash. To do this, however, these trends must be properly interpreted. The formula for this kind of analysis demands intuition, imagination, creativity and execution."

■ Record attendance was reported at the premium show during the first two days. As has been the trend for several years, the quality of premiums continued to increase. It also appeared as though more "quality" companies have been adopting the use of premiums.

Among the more unusual premiums at the show were "go-carts," exhibited by E. G. Bentley Co., Chicago, and Universal Mfg. Co., Bossier City, La.; an electric hothouse for plants, shown by Westinghouse Electric Corp.; and a line of modern Danish furniture, featured by Baumritter Corp., New York.

Five companies won top awards in the premium industry citation award competition. The companies, their agencies, and category included: Fram Corp. (McCann-Marschalk Co.), dealer loader or incentive plans; Canadian Canners Ltd. (F. H. Hayhurst Co.), self-liquidation program; Johns-Manville Corp. (Cunningham & Walsh), store traffic program; Whirlpool Corp. (D. O. Klein & Associates, premium provider), tie-in, pack-on or pack-in plans; and Oscar Mayer & Co. (J. Walter Thompson Co.), sales contest plans. ≠

SOMETHING EXTRA—*Karen Olsen, who was named "Miss Something Extra" at the annual National Premium Buyers Exposition, tours the show on a surrey bike.*



A ONE-IN-A-MILLION TEST MARKET

ONE NEWSPAPER AND A MILLION AND MORE PROSPECTS

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *economically* with The Providence Journal-Bulletin.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

SPOT COLOR NOW AVAILABLE
Write for rates and details

Boston office: 479 Statler Office Bldg., Boston 16; Represented in Florida by McAskill, Herman & Daley, 4014 Chase Ave., Miami Beach 40; Represented elsewhere by Ward-Griffith Co., Inc.

PROVIDENCE
JOURNAL-BULLETIN

In the Top 20 in Total Retail Sales

General Merchandise Sales Grow Faster in Greensboro

In category after category, Greensboro stands out among the NEW South's top markets—ahead of Charlotte, Jacksonville, Norfolk-Portsmouth and closely following top markets like Louisville and Birmingham. Enter this thriving market through the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1960 Major U. S. Markets Analysis"* Brochure of all 300 Metropolitan Markets.

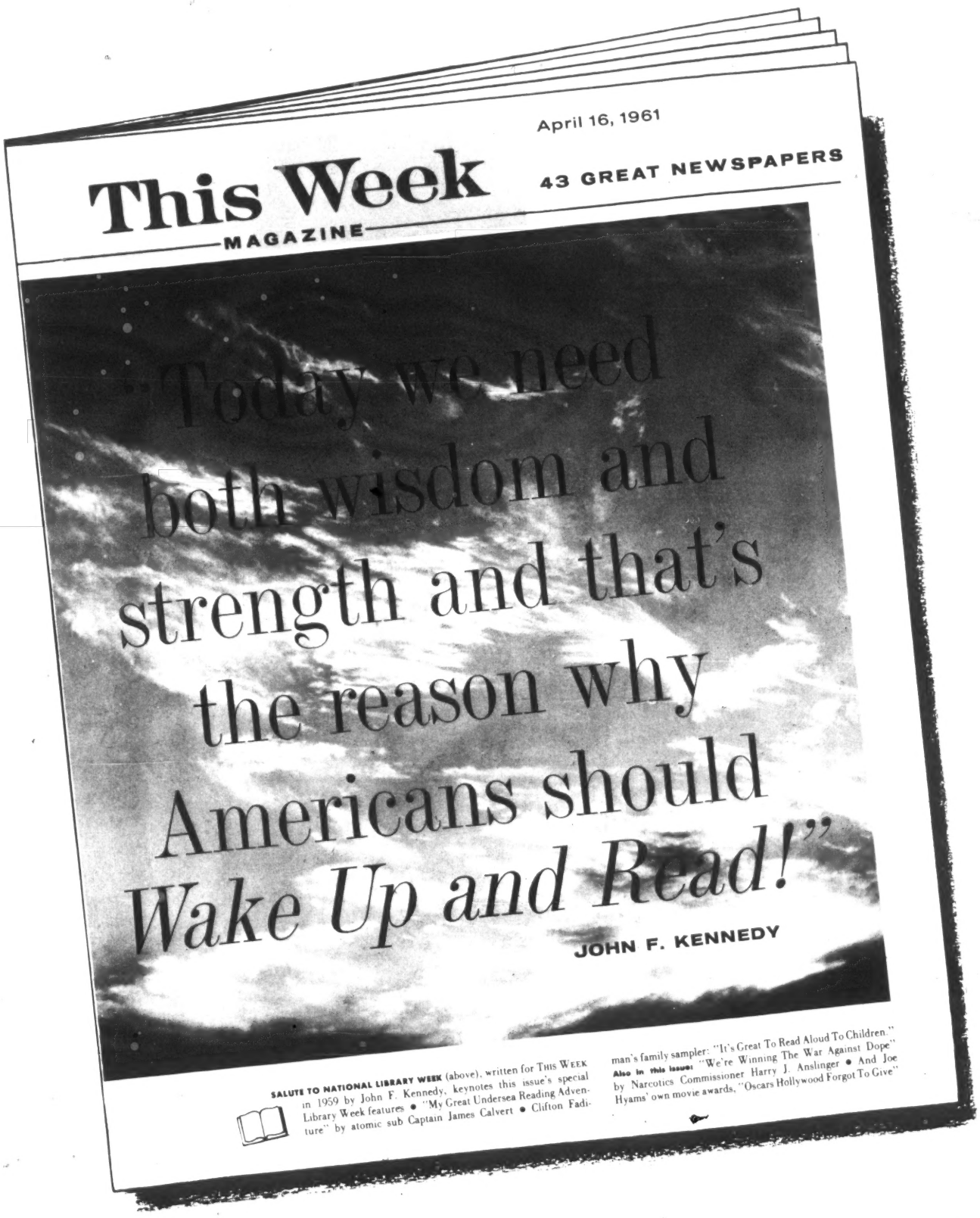
Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

WAKE UP and READ!

This Week Magazine salutes the 4th annual celebration of National Library Week



THIS WEEK IS NATIONAL LIBRARY WEEK

• Surely, one way for a nation to continue leading is to continue reading. With this in mind, back in 1955, This Week Magazine instituted a plan to introduce more people to the joys and values and, indeed, the necessity of reading. The effort was launched under the banner "Wake Up And Read!" It proved an unqualified success.

• Out of this original idea has grown what is now a government-endorsed enterprise—National Library Week. Publishers, newspaper editors, civic leaders, educational groups, librarians and industrialists all have co-operated in this effort to improve the intellectual life of America.

• To salute the celebrations of National Library Week, This Week has published concrete reading programs. The first, compiled by Clifton Fadiman, was a "Lifetime Reading Plan" of 100 outstanding books. More recently, This Week published a list of "200 Great Books for Young Americans." The thousands of requests we received proved the effectiveness of the idea.

• This year's contribution includes a collection of poems for small children; the list of books carried by the atomic submarine Skate on its polar voyages and advice on developing grade school libraries. Through these efforts, This Week continues to press home the idea that reading is good sense, good business and good insurance.

THE MOST POWERFUL SELLING FORCE IN PRINT **This Week** MAGAZINE

CIRCULATION MORE THAN **13,500,000**

On the Packaging Front . . .

Aerosol Can Helped Lehn & Fink Get 54% of Antiseptic Market, Plaut Says

Packaging Program Vital in Terms of Leadership, Packaging Conference Told

CHICAGO, April 11—A new aerosol package helped a new Lehn & Fink product to capture 54% of sales in test markets in ten weeks, it was disclosed today by Walter Plaut, president of Lehn & Fink.

Speaking at the American Management Assn.'s 30th National Packaging Conference & National Packaging Exposition, Mr. Plaut said that instant Medi-Quik, a first-aid antiseptic product, snared more than half of the first-aid share of market during its first ten weeks in test markets. He said that the aerosol package, an innovation in the first-aid field, "has proved to be quite revolutionary." Instant Medi-Quik has since gone national, he added.

Mr. Plaut maintained that "a business management must protect itself by setting up packaging programs for each of its products that will insure both short term and long term leadership.

"This means that a company's packaging programs must be planned and managed on the basis of both short range and long range objectives," he said. "Packaging has become too powerful a marketing weapon to be left to hunch, guess or change."

A decision to change packages from tins to laminated foil cartons resulted in more sales and reduced packaging costs, according to L. J. Clancy, supervisor, service sales department, Burroughs Corp.

Mr. Clancy said his company hesitated changing its packaging for ribbons, as tins had been used for many years. However, Burroughs adopted attractive foil cartons with the following results:

■ Package costs have been reduced; automation has increased packaging speeds by 300%; inventory problems were eliminated; shipping costs were reduced; manpower was reduced by more than 50%; and sales increased.

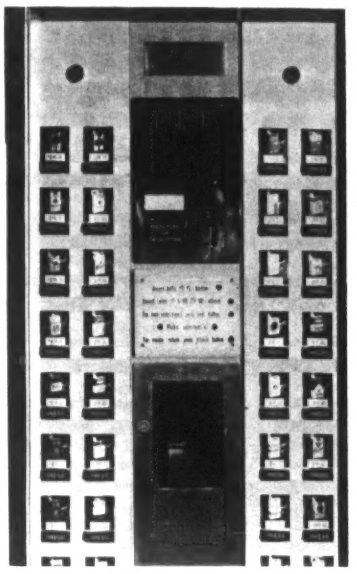
Sales increased because "we are more competitive," Mr. Clancy said. "And reduced costs in packaging has helped—we don't have as much 'package sell' but we are selling more packages. I think we were kidding ourselves in thinking that secretaries and operators used our tins to hold paper clips. Maybe one or two did but the vast majority threw them away."

■ Clifford H. Goldsmith, vp of subsidiary relations of Philip Morris Inc., told a session that research cannot replace creativity in packaging.

"Research or testing a package should not be used to eliminate judgment—it should rather be used to confirm or refute judgment," he said. "I strongly suggest that a test not carefully and thoroughly prepared is worse than no test at all.

"Many a company has been misled by the results of a haphazardly prepared and conducted test. Judgment must precede the research or testing of a package. It must already be exercised in selecting a limited number of packages for submission to the test," Mr. Goldsmith said.

■ Supermarkets in 1970 will have less regimentation and more personal service, convenience and relaxing atmosphere, and packaging will undergo similar changes, according to James Birnie, general director of styling and design of Reynolds Metals Co.



CARTON SELLER—*Universal Match Corp. has introduced this new automatic merchandiser which sells cigarets, regular and king, by the carton, and which handles $1 and $5 bills and coins.*

"You can't sacrifice human emotion for the sake of mechanical efficiency," Mr. Birnie said. "Everyone still loves the old country store, and the corner grocery. We've got to go back to that principle in supermarket design.

"Future supermarkets must eliminate the regimentation of today's shopping, and at the same time be more convenient. Women spend a lot of time in supermarkets, and we've got to make their time more pleasant.

■ "The big supermarket of the future is going to be a series of personal little shops where the housewife can compare notes with the butcher and the baker. Each shop will be decorated individually to conform with its product. There will be much more color—no more long white walls."

Packaging, he said, will combine more convenience with new shapes and forms to break the monotony of the standard rectangular package. "Shapes—pyramids, octagons, spheres—will be considered equally with colors in package design," Mr. Birnie said. "More use will be made of aluminum foil, shrinkable plastic films and other packaging materials that offer more versatility in design and function."

■ Huge increases in the uses of aluminum as packages were predicted by executives of Alcoa and Reynolds Metals Co.

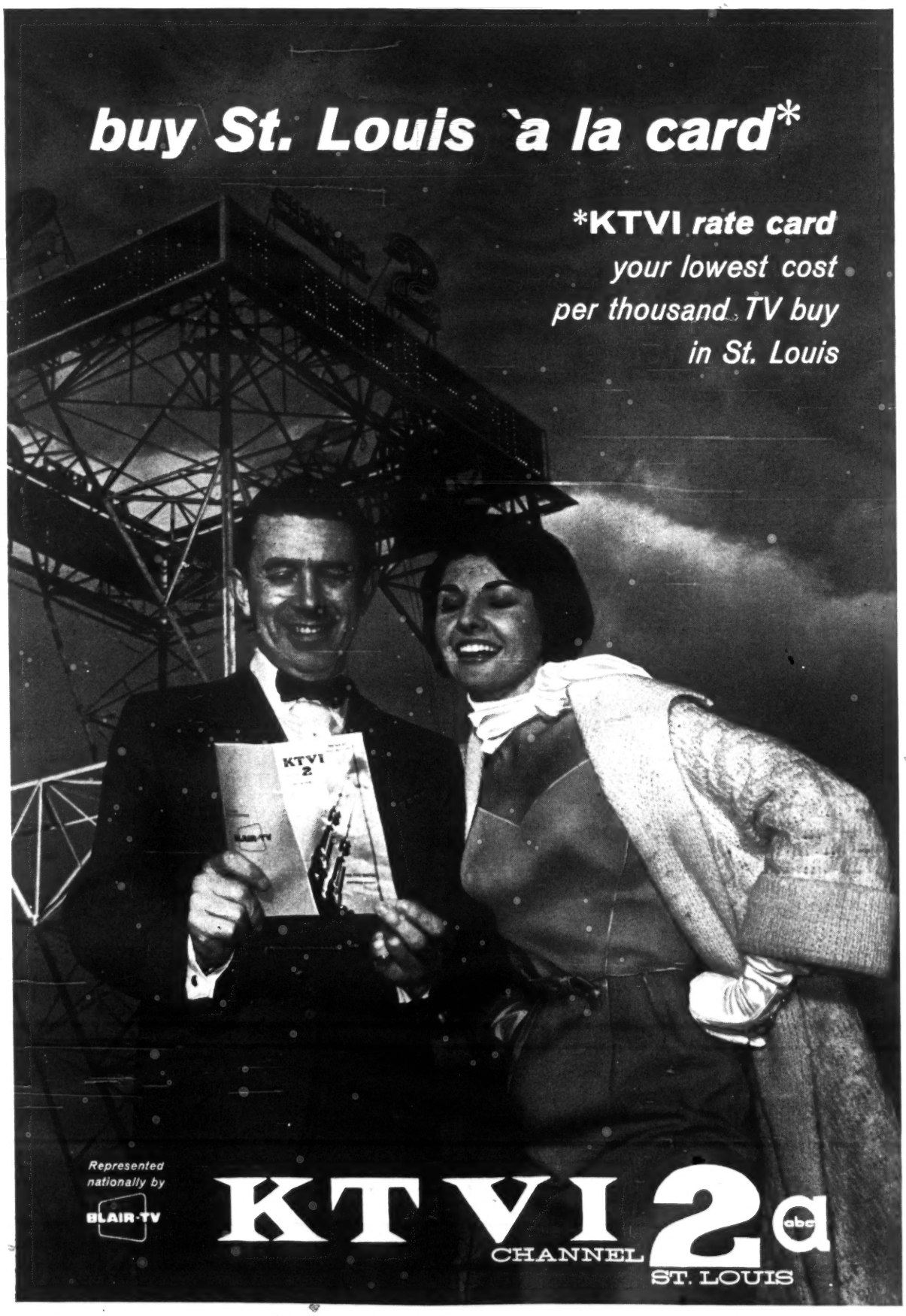
Paul Murphy, vp of Reynolds Aluminum Sales Co., predicted a $20,000,000 increase in domestic sales of aluminum packaging this year. He said aluminum cans will account for 50% of the increase, with aluminum consumption for canmaking jumping to more than 60,000,000 lbs.

F. J. Close, vp and general sales manager of Alcoa, predicted that packaging uses of aluminum will grow from 245,000,000 lbs. consumed in 1960 to 470,000,000 lbs. in 1965.

The aluminum can and the tear-out aluminum top will account for much of the increases, he said. He said that 85,000,000 lbs. of aluminum are consumed annually for flexible packaging, and he forecasted that "soft can" uses of the foil will jump to 110,000,000 lbs. by 1965. #

'Great Lakes' Names Napier

Mitchell Napier & Associates, New York, has been named eastern advertising representative for *Great Lakes & Inland Waterways.*



In upper-level suburbia...

They rely on House & Garden

You can't miss Spring in Upper-Level Suburbia. Everybody is busy with something. Setting up outdoor furniture, planting, painting, checking last year's barbecue and cook-out equipment, replacing drapes, carpets, slipcovers. If there's one thing *busy* people do, it's *buy*. Upper-level suburbia does more, entertains more, *buys more*, and has more income to buy with—not only in the Spring but all year 'round.

In the excitement of buying *this* Spring, over 830,000 families will look to House & Garden as they do all year for something new and better for themselves and their homes. And they will look to its advertising pages with as much interest and fervor as the editorial pages.

Today, no other magazine, of all magazines published, reaches as high a concentration of suburban circulation as House & Garden!* And the wealth of this suburban market can be reached more directly through H&G—which has the highest percentage of families earning $10,000 a year and over—of any magazine in the home service field!*

H&G's quality near-million, where activity and money meet, makes it an extraordinary market for your advertising dollars!

*STARCH 1960 CONSUMER MAGAZINE REPORT

NOW AVAILABLE—a close-up view of upper-level suburbia, in a revealing new series of community profiles, beginning with Darien, Connecticut. For your free copy, contact the office nearest you.

House & Garden—*FIRST in America's First market—"Upper-Level Suburbia!"*

A CONDÉ NAST PUBLICATION, 420 LEXINGTON AVE., NEW YORK 17 • BOSTON • CHICAGO • CLEVELAND • LOS ANGELES • MIAMI

Maison Tells Egg Board's Indirect Approach Via Medical Ads, Writers

Avoid Acid Controversy, He Urges Client; Hardin, Jones Offer Sales Advice

CHICAGO, April 12—"Let's stay away from the saturated and poly-unsaturated fats controversy, as we have kept away from the cholesterol argument. Let's not seek to influence housewives directly on this subject, because they would not believe us. Instead, let's move consumers toward eggs again by influencing opinion-making doctors and respected, popular science columnists through ads extolling the nutritional value of eggs in medical journals."

That, in a nutshell, was the advice given the country's egg interests by Dr. L. G. Maison, a physician and president of L. G. Maison Co., Chicago, agency for the Poultry & Egg National Board.

He addressed the promotional group's 21st annual meeting yesterday.

■ Dr. Maison told the group that his recommended indirect action was already bearing fruit.

Moved by the board's "conservative, truthful, sincere" ads in medical journals, "which stress the goodness of eggs and their nutritional value at every age of human life span," important writers reportedly have already taken up the cause of eggs and are proclaiming in popular media—without direct space cost to the industry—that "eggs belong."

Dr. Maison said it had been "his pleasure and privilege to influence" one of the writers.

He reported to the group it is his opinion that "in scientific circles" the stigma from which cholesterol-rich eggs had suffered is gradually disappearing and that more and more researchers come to view the cholesterol eaten as having "little or no influence on blood cholesterol levels."

Dr. Maison said that eggs, however, again came under suspicion and attack when the spotlight in the search for the causes of atherosclerosis and coronary disease was turned on fats.

■ He said that the amount of saturated fatty acids (the "dangerous" kind) in eggs is more than three times higher than the quantity of the poly-unsaturated variety (believed to be beneficial).

Eggs again are suffering, Dr. Maison said, as "The scientific world is raising the hue and cry, 'Eat foods containing more polyunsaturated fatty acids than the other kind'."

The salvation of the egg interests, he suggested, lies in publicizing the idea that a "desirable proportion of fatty acids" may be achieved without drastic diet changes by certain meal arrangements, which would balance the types of fatty acids, and by the substitution of certain cooking fats.

Dr. Maison told the board that a cautious, indirect approach, using "a national authority of high position and repute," is far better under the circumstances than would be direct consumer advertising. The latter, he said, would be interpreted by the consumer as an attempt of the producers "to sell their eggs, no matter what they might do to me and my family."

■ David K. Hardin, exec vp of Market Facts, Chicago, told the conference today that producers and marketers of poultry and eggs should determine the areas of greatest consumer vulnerability and attack the market in the spots of least resistance in a concerted, cohesive manner.

Mr. Hardin said poultry and eggs, like other basic, unbranded commodities, are defenseless products, lacking means to effect massive retaliatory measures.

■ He urged a three-point program of action for the industry, consisting of (1) agreement on goals; (2) cohesive action, with individual programs "at least" congruous with over-all industry goals; and (3) definition of targets.

He said that the industry's principal task is to sell habitual use of eggs.

"It's more important to get an additional family to use eggs than to get an egg-using family to serve Eggs Benedict once a year," Mr. Hardin said. He drew a parallel between the egg industry's situation and the case of the beer interests, some of which, according to him, wisely decided to promote beer as a daily tv drink rather than as a socially gracious beverage, served at parties.

He said the sales figures of brewers promoting the idea he recommends reflect its soundness.

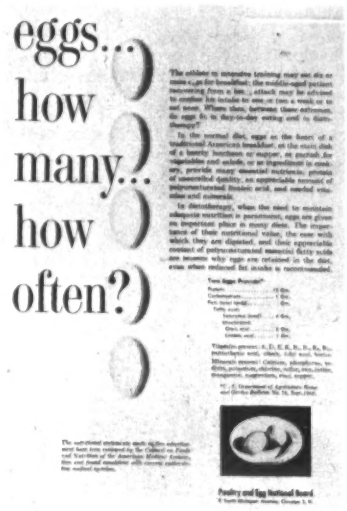
■ Dean Jones, a marketing account executive of J. Walter Thompson Co., Chicago, reminded the poultry and egg industry leaders today that "The art of grocery advertising is the art of fitting products and services into housewives' lives on their terms and in their interests." He minimized the importance of "needs" and stressed the power of "wants."

"We accept the fact that people do not need what we have to sell them. We may think they do—but they don't. Thousands of people ought to have what we are selling, but until we make them want what we have, they will never buy," he said.

Mr. Jones told the meeting that "Today it is 'promote or die,' and if any organization is to withstand the pressure of competition, it must, of necessity, do more than 'me too' promotion."

■ He pointed out that supermarket managers and manufacturers alike have learned "to take nothing for granted in the grocery business . . . Mrs. Customer is only a potential customer until she buys . . . and the moment she passes through the checkout, she automatically becomes a potential customer again . . . a prospect for the next purchase."

Mr. Jones warned that for any store to assume that it has had "enough promotion for a while" is to invite the customer to try a competitor's store and competing products. #



POSITIVE—"*Eliminating the negative,*" *this b&w page ad for Poultry & Egg National Board presents the egg nutrient story in the March issues of six medical journals and the April issues of five others.*

13,390 MORE
OF NEW YORK'S BEST!

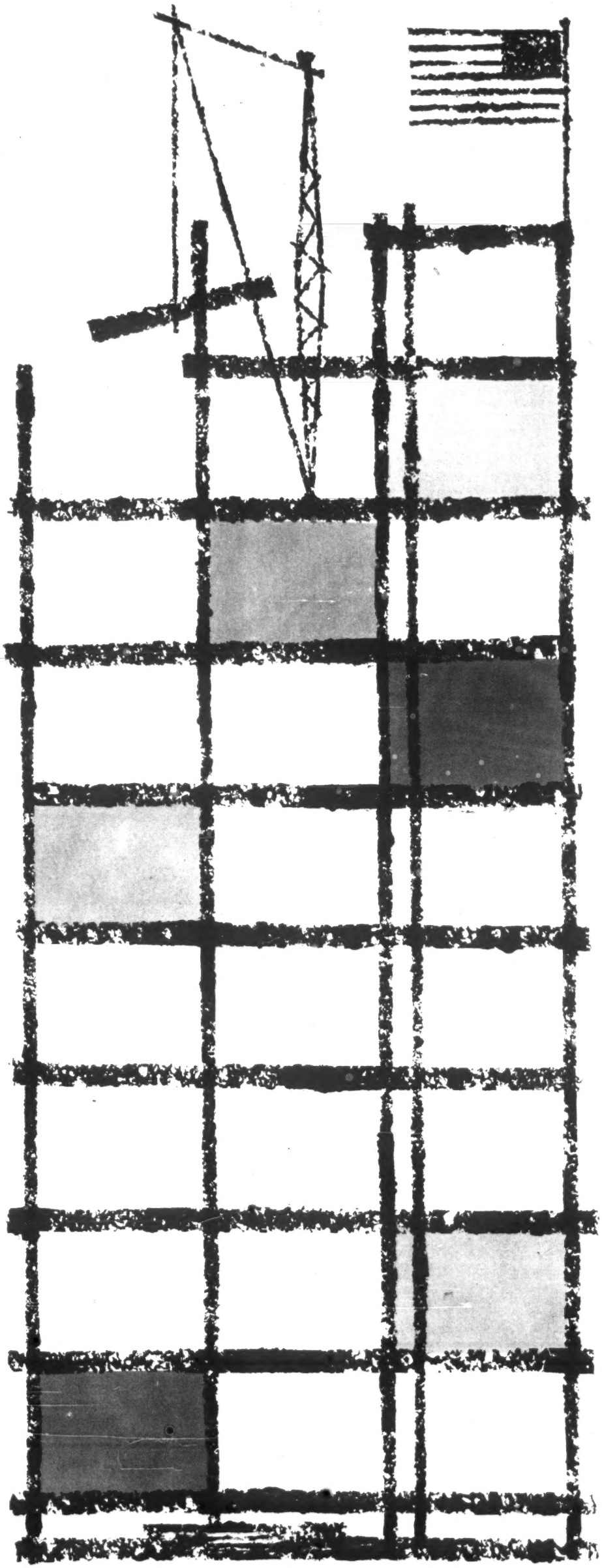
WORLD-TELEGRAM CIRCULATION
NOW 477,595*

Readership of the World-Telegram among substantial New York families is enduring, growing—deeply rooted in homes where a quality newspaper is appreciated. This gain of 13,390 new readers adds another sizable segment of responsive New Yorkers who are first choice of profit-wise advertisers in this richest of all markets!

New York World-Telegram and The Sun

New York's *Quality* Evening Newspaper

*Six months ended March 31, 1961



DYNAMIC BALTIMORE

229 years old, and never younger. Or busier, or growing faster. That's Baltimore, 1961 for you. At this very moment, the 22-acre heart of its downtown is being completely rebuilt. And a new Civic Center is rising on a 2-square-block site. Urban and suburban building has reached new highs, both residential and mercantile. ■ Baltimore is a dynamo of activity—the kind that sparks prosperity. It's the 8th fastest-growing market in the nation. Only 3 larger metropolitan areas exceed Baltimore's rate of growth in total retail sales. ■ This is one market you want to cover. And one medium does it! Here's why. Half the families in the entire state of Maryland live within a 15-mile radius from the center of downtown Baltimore. In this compact area—roughly the ABC City Zone—an estimated 92% of all retail sales are made. ■ The one medium is the Sunpapers, with over 420,000 daily circulation and over 319,000 Sunday. Moreover, 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% of it home delivered) is in this same City Zone.■ To reach the buying power of thriving Dynamic Baltimore, it's the Sunpapers—far and away.

THE BALTIMORE SUNPAPERS

"Everything in Baltimore revolves around The Sun"

National Representatives:
Cresmer & Woodward—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

Circulation Figures: ABC Publisher's Statement 9/30/60

SUPERSEDESCENT?—*This magazine ad for Bulova's $175 Accutron is typical of McCann-Erickson's work for the watch marketer—a copy approach the company expects to be superseded under the influence of its new agency.*

Agency 'at No Time' Made 'Pitch' . . .

SSC&B 'Competence' Offsets Lack of Experience with Watch Ads: Bulova

Whidden Indicates He Expects 'Significant' Changes in Copy, Media

NEW YORK, April 13—Here's the story behind last week's decision by Bulova Watch Co. to drop McCann-Erickson and move its $4,000,000 account to Sullivan, Stauffer, Colwell & Bayles.

R. Harvey Whidden

For McCann, the loss was a kind of penalty for bigness. "Inevitably," R. Harvey Whidden, exec vp in charge of marketing of Bulova, told ADVERTISING AGE, "you begin to measure agency performance on the basis of the frequency of your contacts, and on the accessibility of the men you know are on top of the agency's organization chart. And you start thinking about the guys working on your account; you wonder whether they represent the levels of competence that you originally bought."

As for Sullivan, Stauffer, Colwell & Bayles, said Mr. Whidden, Bulova moved its watch business there because it "had experience with that agency, and tangible knowledge of how it worked." In January, 1960, SSC&B started handling Bulova's $500,000 radio and phonograph account, which likewise it had won away from McCann-Erickson.

■ "We have been impressed with Sullivan, Stauffer's work for other clients," said Mr. Whidden. "They show a good growth curve in sales in highly competitive situations—Pall Mall is noteworthy. The way they've tackled Lifebuoy and the problems of clients in the drug field—these things made us feel they are alert and hard-hitting.

"In our opinion," continued Mr. Whidden, "Brown Bolte, Heagan Bayles, Ray Sullivan and Doug Coyle have a breadth and depth of experience and competence that transcend the fact that they are not experienced in watch or jewelry advertising. These out-weigh such highly desirable experience, but we feel they can accumulate it."

Mr. Whidden said he made it clear to SSC&B that it was "not to be governed by what, or where, or how we have said things in our advertising in the past; we don't want to constrict your freedom to select something better for us."

■ The Bulova marketing boss said it "would be my guess" that the new agency would come up with "a considerably different approach to our advertising, both from the standpoint of copy and of media." Then he added, "I'd be surprised if there weren't some significant changes in both areas."

Mr. Whidden stressed to AA that "never at any time did anyone at SSC&B make a solicitation for our account; nor were they critical at any time of the work turned out for us by McCann." He said the only presentation made by SSC&B was the successful one of late 1959, when the watchmaker was considering about ten agencies to take over from McCann on radios and phonographs.

■ For SSC&B, the $4,000,000 Bulova addition probably puts the agency above the $70,000,000 billings level for 1961. Sullivan, Stauffer reported billings of $56,000,000 for 1960. Then several weeks ago it disclosed in a house ad that it had reached a $65,000,000 rate. In January, the agency added Lever's All line to its two Rinso brands, Lifebuoy, Silver Dust, Breeze and the $6,000,000 Lipton Tea business (a Unilever brand). The agency also has several new product assignments from Vick.

Bulova, the big wheel in the business, with perhaps one-third of the jeweled watch market, pioneered year 'round watch advertising in 1926. After 33 years with the old Biow Co., the account moved to McCann-Erickson on Jan. 1, 1955. At the time, John H. Ballard, president of Bulova (and now boss of Gruen Industries) announced that McCann's "pre-eminent positions in the creative, marketing and research fields" led to its selection.

AA reported that McCann, "with a fine sense of timing and arithmetic," announced its acquisition of the $4,000,000 Bulova business the day after announcing its resignation of the $1,000,000 Gruen watch account. Gruen was somewhat shaken at the turn of events; the company had entertained a team from McCann which had got an okay on proposed ad plans, and then, on the following day, it was visited by a McCann representative who resigned the account.

■ Bulova sales in recent years have gone like this (fiscal years ending March 31): 1955—$76,000,000; 1956—$80,000,000; 1957—$76,000,000; 1958—$63,000,000; 1959—$58,000,000; 1960—$66,000,000.

Its 1959 report said that Bulova advertising "continues to reach more potential watch buyers than does the total effort of all other makers of fine watches." In that year Bulova returned to print advertising after a long absence, using large space units in major magazines. Its tv commercials won an award of the Art Directors Club of New York.

In its 1960 report, the company said it had entered a trade agreement with Citizen Watch Co. of Japan, "one of the world's largest makers of jewel-lever watches." The agreement called for Citizen to produce precision-made jewel-lever watch movements for Bulova. These movements were to be "part of a new line of Japanese and Swiss watches to be marketed initially in the U.S. and Canada." Citizen Watch was also to become "sole marketing agent in Japan—and potentially in other countries in which Citizen has strong distribution—for watches made by Bulova in the U.S. and Switzerland."

■ Last year, Bulova revived its famed "B-u-l-o-v-a, Bulova watch time" radio signals, which had been radio's first commercial spot announcements back in the '20s. It also increased its use of print advertising in magazines and Sunday supplements. "A major and successful user of television advertising in recent years, Bulova is re-emphasizing print media and radio to combine frequent reminders of the Bulova name with drastic and informative presentation of the superior quality and styling of Bulova products," the company said.

When Bulova announced its Accutron last fall—a $175-and-up item—it used print exclusively, spending $1,000,000 on advertising, sales promotion and packaging. Mr. Whidden said he didn't know anyone "who could explain this radically different product" in 20-second spots. He added that Accutron "is running well over 100% of the sales expectancy we established for it." #

Florida Citrus Sets $350,000 Additional Push

LAKELAND, FLA., April 12—A $350,000 all-print summer advertising program in behalf of processed citrus products was approved here today by the Florida Citrus Commission.

Prepared by Benton & Bowles in cooperation with the commission's staff, the consumer campaign will cover the months of July, August, September and October, a period when very little fresh citrus is available in Florida.

A little more than $3,000,000 has been spent or will be spent in the eight-month period which ends June 30. The over-all budget of the commission is somewhat smaller this season than last, due to loss of fruit in last fall's hurricane. Advertising funds are provided by a per-box tax levied on fruit moving into commercial channels.

Most of the "summer" program expenditure—$200,000—will be used to promote use of frozen orange juice concentrate. Other products to be advertised are canned grapefruit sections, canned single-strength orange juice and grapefruit juice.

■ There will be three color ads in *Life*, one color ad each in *This Week Magazine* and *Parade*, and two insertions apiece in a list of 42 metropolitan newspapers. Color will be used in some of the newspapers. #

O. M. Scott Calls Y&R Appointment 'Timing' Error, Renames Geer

MARYSVILLE, O., April 13—After ten weeks at Young & Rubicam, O. M. Scott & Sons has moved its account back to Geer, DuBois & Co., the small agency which it thought it had outgrown.

The reversal was explained as a matter of timing by Ray Brewster, senior vp. The company manufactures lawn care products and, "unlike toothpaste or cigarets, it takes a long period of study to gain the necessary background for marketing these products," he said.

And since the company's big advertising push comes in the spring and summer, it had urgent deadlines to meet shortly after appointing Y&R in February. "It was bad timing on our part. We didn't allow enough time for Y&R's indoctrination," Mr. Brewster said. "We had to move and move fast, so we went back to Geer, DuBois."

The lawn care market is a regional type of operation which it is impossible to advertise on a national basis, he explained. "It's highly seasonal, and each state's moisture, temperature, latitude, etc., must be considered," he said.

■ The company still holds Y&R in high regard, he emphasized. "If we were to change agencies, the first one we would want to talk to would be Young & Rubicam."

Geer, DuBois first began working with Scott in the fall of 1958. Before that the account had been at a house agency, Weimer Organization, Columbus, and the company had concentrated exclusively on direct mail, spending more than $2,000,000 in that medium.

When Geer, DuBois took over in '58, its assignment for the first year was the rejuvenation of Scott's cooperative advertising program.

This period gave the agency a good chance to learn the lawn care market, and it was "a year and a half before they lifted a pencil for national advertising," Mr. Brewster said. By then, well schooled in the product line, the Geer agency developed Scott's first national advertising. Beginning with a "Man with a Plan" spread in *Life* in the summer of 1959, the company has featured a theme of a "guaranteed" lawn program in its ads ever since.

■ For 1961, a greatly expanded magazine campaign was planned, and the company decided it needed the broader facilities offered by a large agency. "Now we have got our feet wet in the national books and are moving to a larger shop," the company told ADVERTISING AGE at the time (AA, Feb. 6).

The account is expected to exceed $1,000,000 this year, according to Peter Geer, agency vp. In addition to its regular lawn products, the company will be introducing a line of rose care products in four-color magazine advertising. It will also start testing immediately in Florida a new product called Boon, which kills flies and mosquitoes. Another new product, Erase, kills grass and prepares the way for a fresh start on a lawn. Magazine and newspaper schedules are planned for both Boon and Erase. #

Fairchild Sends Brown to Study European Publishing

Fairchild Publications, New York, will make an intensive study of the European publishing scene to determine the commercial possibilities for Fairchild Publications in Europe. The study will be made by Clyde E. Brown, director of new publishing activities, who is sailing for Europe on April 27. Mr. Brown will spend six months in Europe. He will investigate both the possibilities of launching local publications and acquiring existing ones.

R.O.P. Color Use Up 18% in '60, Hoe Reports

Winston Tops Among Newspaper Color Users; 'Journal' Holds Lead

NEW YORK, April 13—Despite recent drops in over-all newspaper national ad linage, r.o.p. color in 1960 hit an alltime high.

An increase of 17.8% over 1959, a gain of 26,767,213 lines to a total of 177,231,105 lines, has been reported by R. Hoe & Co. in its annual summary. The report was prepared by Media Records from r.o.p. color measurements in 420 newspapers.

Retail r.o.p. registered the biggest percentage hike, up 23.9% from 65,961,492 to 81,755,867 lines. National r.o.p., whose monthly gains have been less spectacular of late, didn't catch retail r.o.p.—but its 11,043,516 line gain, up 14.6% to 86,929,324 lines—was good enough to set a record high.

Hoe reported that 8.8% of every national newspaper ad dollar in 1960 was spent on r.o.p. color.

■ Cigarets, as usual, set the r.o.p. color pace in 1960, with 10,743,304 lines. Winston—the nation's top r.o.p. user—led the pack with more than 2,672,847 lines, while Camel placed 2,032,923 lines. Second spot in the classification went to gasolines and oils, with 7,363,491 lines. Shell, which ran 1,912,806 r.o.p. lines in 1960, furnished much of the power, according to Hoe. Dairy products followed in the classifications with 5,316,241 lines; then came liquors with 5,246,215, and beers with 5,023,033.

The five leading r.o.p. users in 1960, besides Winston, Camel and Shell, included Pepsi-Cola, in second position with 2,092,998 lines, and Goodyear Tire, in fifth spot with 1,896,863 lines.

The newspapers' perennial r.o.p. leader, the *Milwaukee Journal*, stayed top dog in 1960. It was up 23.9%, from 2,957,761 to 3,663,806 lines. The *Los Angeles Times* moved from third to second spot, climbing 21.8% from 2,170,059 to 2,664,093 lines. The number two r.o.p. daily in 1959, the *Chicago Tribune*, slipped to fourth spot in 1960, as its r.o.p. linage dropped from 2,413,503 to 2,225,108 lines, down 7.8%.

Into the third slot from sixth went the *Fort Worth Star-Telegram*, up 28.5%, from 1,789,970 to 2,300,226 lines. The *Denver Post*—showing the top percentage increase of all the r.o.p. leaders—rose 45.3% in r.o.p. by climbing from 1,446,495 to 2,101,317 lines.

The *Milwaukee Journal* underscored its r.o.p. leader status by reporting a 40% retail r.o.p. increase, from 1,341,242 to 1,878,197 lines—tops in the U. S. #

Mabel Millspaugh, Coiner of Coke's 'Pause' Slogan, Dies

ANDERSON, IND., April 13—Mabel K. Millspaugh, 74, originator of the Coca-Cola slogan, "The pause that refreshes," died April 11 in St. John's Hospital.

Miss Millspaugh won $10,000 for the slogan, entered in a nationwide contest sponsored by the company in the '30s.

According to Arthur Campbell, former school superintendent in whose office she worked for 10 years, she spent much of her life composing slogans and entering contests. "She was almost professional in that field," he said. #

The men who made Rod's Dressings a Western regional success story say...

"WE OWE MUCH OF OUR SUCCESS TO SUNSET"

In 1955, Frank Calamia and his son, Waldon, began marketing a unique sour cream salad dressing in Southern California. Today, the four Rod's Dressings – their original Sour Cream, plus Roquefort, 1000 Island and Bleu Cheese – occupy No. 1 position for refrigerated dressings in the entire Western market.

"We owe much of our success to Sunset," says Mr. Calamia. "It was the first magazine we advertised in, and it has been working for us ever since. It covers the market beautifully."

Mr. Calamia means, of course, that Sunset gets results. Last year, for example, Rod's Food Products ran a coupon offer in Sunset – one Rod's label and $2.00 (a high premium price) for an attractive chip-and-dip server. To date thousands of replies have been received, "and those coupons," says his son Waldon, "just keep pouring in."

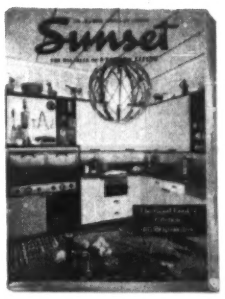
"Retailers obviously are sold on Sunset's influence, too," says Frank Calamia. "Our salesmen are required to carry Sunset into every store they enter. It's the best way I know to get shelf space for our products."

Westerners, as Mr. Calamia says, are just naturally more adventurous with foods. And Sunset's 2,000,000 readers in the West and Hawaii are the most responsive buyers in the market – the pacesetters of Western Living. They spend *37% more* in food stores than the Western average, *55% more* than the U. S. average.

Men who sell the West know that Sunset is the magazine of influence among these 2,000,000 selective buyers. They know that "when Sunset comes out, the West takes action." That's why Rod's Food Products and 1429 other advertisers used Sunset in 1960.

If you want a success story of your own, put your advertising in Sunset. You can use all of Sunset, or any of its three localized zone editions. You sell *person-to-person* in Sunset, because its readers look to Sunset editors and advertisers for the best ideas in Western Living. And act upon them!

Frank and Waldon Calamia review Sunset advertising plans with E. D. "Mack" Brotsos, account executive of Edward J. McElroy, advertising agency for Rod's Food Products Company.



THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

Ford's Autolite Buy May Spark Ad Switches

(Continued from Page 1)

names, Prest-O-Lite and Rebat, and under private brand names such as Atlas. The company also retains about $60,000,000 in defense and commercial non-automotive business.

Batten, Barton, Durstine & Osborn has the Autolite account, with an estimated $3,000,000 in current billings. The part of the business going to Ford represents more than 75% of the advertising outlay, according to one source. BBDO, with the Dodge account, will presumably lose this portion.

Ford is putting the Autolite sales and distribution operation into its newly-formed Motorcraft division, which sells parts and accessories to the independent after-market. Since J. Walter Thompson Co. has the fledgling Motorcraft account, it could follow that Thompson also will absorb the Autolite billings, but Thompson also has the Champion Spark Plug account, with an estimated billing of $5,000,000. If JWT is handed the Autolite business, the Champion account would be up for grabs. Needless to say, BBDO would be one of the first agencies to apply.

Ford today had "nothing to say" on the agency situation regarding Autolite.

■ Champion appears to be the loser. The company has been Ford's sole source of spark plugs for half a century, and this one account totaled an estimated 10% to 12% of Champion's total sales. Champion also has some 60% of the replacement spark plug market.

One of the properties Ford acquired is the new ABC-TV show, "The Racers," which Autolite is signed to sponsor next season. Whether Ford elects to continue with the $2,000,000 show is undecided at this time.

Electric Autolite traditionally has been a supplier company, with some 44% of its 1960 net sales in the original equipment market. Replacement sales, under a variety of brand names, account for about 25% of the company's volume.

Electric Autolite jumped into the replacement market with both feet about a year ago, doubling the number of its distributor outlets and increasing its ad budget. It did this in an effort to compensate for loss of business when Chrysler Corp. began manufacturing much of its own electrical equipment.

■ Electric Autolite sales in 1960 went up from $220,772,000 to $221,819,000, but net earnings fell from $7,700,000 to $6,000,000. Because of its business with other auto companies, the company may change its name, due to the association of Autolite and Ford. #

Phillips-Ramsey Boosts Four

Phillips-Ramsey, San Diego, has appointed Robert F. Lewis, vp, director of client services and Thomas E. Ables, vp, director of creative services. Both are new posts. In addition, R. Page Jones, account executive, has been appointed a vp and Charles Tucker, formerly a copywriter, has been transferred to the agency's Phoenix office as an account executive.

Dunham-Bush Boosts Roth

Dunham-Bush, West Hartford, Conn., manufacturer of air conditioning, refrigeration, heating and heat transfer products, has appointed J. L. Roth to the new post of marketing manager. Mr. Roth was formerly product manager of air conditioning.

Krueger Deal with Narragansett Set: Plan Two-Prong Drive

NEWARK, April 12—At the end of this month, Krueger will cease to be a brewery and become a brand.

On May 1, G. Krueger Brewing Co. will close its plant here, change its name to GKB Co., as a holding company, and cede its production rights to Narragansett Brewing Co., Cranston, R. I., under terms of an agreement reached last month (AA, March 6).

Narragansett will then produce Krueger beer and ale, as well as Ambassador beer. However, officials of both operations insist that Krueger will not become "just another Narragansett label." Both the GKB Co. and the beer will retain their own identities. As far as the beer goes, the Krueger brand will be marked "by the same product differential and the same quality control," a source close to the company said.

The separation will be maintained down the line. Krueger's former president, Heinz M. Glaeske, will continue to head GKB Co., which will continue to have its own separate distributors, sales managers and executives.

■ On the same principle, Ellington & Co., Krueger's agency since March, 1960, got the go-ahead to handle the brand's advertising for the spring campaign now under way. Narragansett's agency is Doherty, Clifford, Steers & Shenfield.

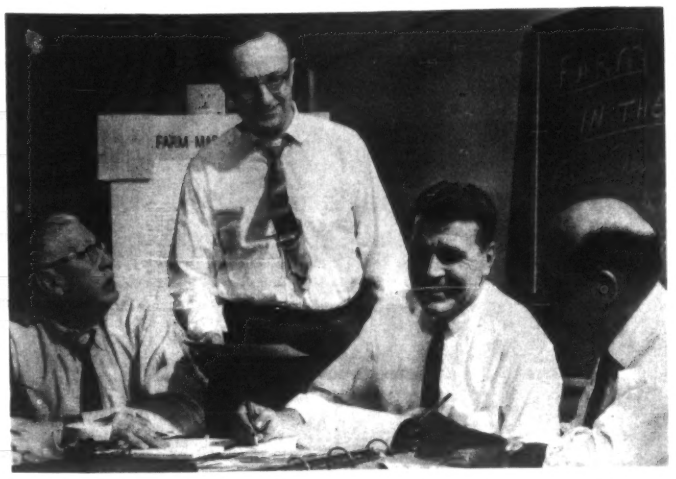
Ellington took on more than the task of handling a once-great brand in decline, when it got the business from Grey Advertising. The agency also took on the job of acting as Krueger's own ad department.

With a budget reportedly around $300,000, Ellington has knocked together a compact campaign geared to selling mainly in markets the giants only spill into. Two campaigns have been mapped out for two brands, Krueger beer and Ambassador ale. Krueger ale will get no ads of its own, but will get what mileage it can out of the Krueger beer campaign.

• For Krueger beer, distributed primarily in New York, New Jersey, and New England, spot radio commercials have been lined up through the major-selling season. The schedule calls for 20 to 40-second spots on WPAT, Paterson, and in half a dozen other New Jersey markets.

• Advertising for Ambassador has been geared to sports fans and ethnic groups.

■ The agency has also been mapping a program of print advertising to round out the campaign. #



Collins Hayes Walton Ferguson

PLANNING GROUP—*Planning the annual Farm Marketing Seminar to be sponsored by the Chicago Area Agricultural Advertising Assn. in Chicago on May 1 are D. R. (Spec) Collins, Marsteller, Rickard, Gebhardt & Reed, general chairman of the seminar; Harold O. Hayes, Fuller & Smith & Ross, president of the association; Robert J. Walton, John Blair & Co.; and R. C. Ferguson, Meredith Publishing Co.*

Kefauver-Celler Drug Bill Seeks to End 'Ad-Bolstered' Brand Monopolies

WASHINGTON, April 13—Patents, brand names and expensive promotion campaigns in the drug industry were singled out for attention today, as a drive got under way in Congress for legislation which is supposed to help bring down prescription drug prices.

Some big-company domination of the drug industry is attributable to patent arrangements, Sen. Estes Kefauver (D., Tenn.), who has been investigating the industry, told the Senate. More dominance stems from big promotion budgets which induce doctors to prescribe generic drugs by brand name, he feels.

As a remedy, Sen. Kefauver, and Rep. Emanuel Celler (D., N.Y.), chairman of the House judiciary committee, simultaneously offered identical bills (S. 1552, H.R. 6245), which:

• Attack patent arrangements by (1) changing patent law so that a drug patent must be licensed to other manufacturers after it is three years old, and (2) tighten the Sherman Act to outlaw agreements which provide for drug companies involved in a patent fight to step aside voluntarily, so one company can obtain the patent.

• Neutralize the impact of brand name promotions by (1) providing for federal licensing of drug plants and federal inspection of manufacturing processes, so that doctors can be sure that all drugs meet federal quality standards; (2) require that all drug labels carry generic names, so that doctors can order drugs by generic name rather than brand name, giving the consumer the benefit of price differences; (3) providing for simpler, easier-to-remember generic names, by authorizing the Food & Drug Administration to establish an official list.

• Try to make sure doctors get the full story of a drug by specifying that the official FDA circular, listing all side effects, goes to the doctor. At present it goes only to druggists.

■ The senator said his anti-monopoly subcommittee's hearings revealed a direct connection between the high cost of drugs and the manner in which they are advertised and sold. The largest manufacturers are spending an average of 24% of their sales dollar on sales promotion and advertising to doctors, he reported. "This is in part for the purpose of persuading doctors to prescribe by trade name instead of by generic name.

"The doctors now prescribe by trade names. The result is that consumers have to pay prices which are several times the prices for the same products under generic names."

■ Sen. Kefauver lashed out at drug industry promotion costs. Estimating that the industry is spending "around $750,000,000 per year" for salesmen and advertising, he commented that this is "about four times the total funds available for all medical schools in the U.S. for their educational programs."

While these expenditures add significantly to the cost of drugs to consumers, he said, they do not serve the normal purpose of promotion of product to increase demand. "The consumer only buys drugs when his doctor prescribes them, and the doctor prescribes them only when the patient is sick or ailing.

"Increasing the amount spent on drug advertising does not increase the underlying demand for drugs, which is a function of the incidence of illness.

"Not only does this large expenditure for promotion add to the cost to the patient without corresponding benefits, but also it tends to freeze the small manufacturer out of the retail prescription business," the senator complained. #

PARTY TIME—*Hallmark Cards Inc. will run this color page in the May McCall's to introduce its "plan-a-party" line of coordinated table settings, decorations and invitations. The campaign will run monthly in McCall's, featuring a different party idea each month. It also will appear as a one-shot in the April 23 issue of This Week Magazine. Foote, Cone & Belding, Chicago, is the agency.*

Gribbin Protests Longer Station Breaks on TV

NEW YORK, April 14—George H. Gribbin, president of Young & Rubicam, this week fired off a round of wires to the tv networks and to the National Assn. of Broadcasters protesting ABC's lengthening of nighttime station breaks next fall (AA, Feb. 27).

He called the revised policy a "step toward a chaos of overcommercialization" and a violation of the spirit of NAB's code.

Mr. Gribbin's belated protest follows those made last February by such Procter & Gamble agencies as Compton and Benton & Bowles.

■ In replying to Mr. Gribbin, Oliver Treyz, ABC head, noted the lapse of time between the ABC announcement and the Y&R complaint, and suggested, since orders for fall by Y&R had already been accepted on that basis, that Mr. Gribbin's "controversy may be with the other networks who, we understand, in response to our leadership, are attempting retroactive changes by proposing to alter terms and conditions of business already placed and accepted by them."

Breaks on ABC will go from 30 to 40 seconds. CBS has said it may extend its breaks from 30 to 42 seconds (two seconds for call letter count), or to 70 seconds at the end of hour participating programs, if necessary to meet the competition. NBC hasn't warned advertisers, but it too will go along if "forced to meet competition."

■ A longtime ABC customer, Y&R, as they say along Madison Ave., "put ABC in the daytime business" by placing enough business to get "operation daybreak" going. Y&R probably is the second ranking agency on ABC in terms of billings. As the schedule now looks, the agency will probably place a little more business on ABC this year than last. #

Grape Growers Fight Grape Commission Bill in California

DELANO, CAL., April 13—An influential group of growers in this "grape capital of the world" has announced plans to put the squeeze on proposed legislation to establish a California Grape Commission.

The grape bill, currently before the state legislature in Sacramento, was introduced last year by Sen. Hugh M. Burns of Fresno. It provides for a 21-member commission to supervise national advertising and sales promotion of fresh table grapes. Funds for the campaign would be raised via assessments of growers and packers.

■ Passage of the bill—which calls for an ad appropriation of up to $1,200,000—seemed a certainty until a group of 26 Delano growers voiced opposition this week.

A spokesman for the group, Martin Gutunich, one of the largest growers in the area, said that a petition opposing the bill is currently in circulation and that signatures representing some 60,000 acres of vineyards have already been collected. He added that "every effort" will be made to kill the bill before it reaches the floor of the senate, possibly within 60 days.

Opposition centers primarily on provisions for grading fruit, and on what the Gutunich forces assert is a lack of grower representation in formation of the commission. #

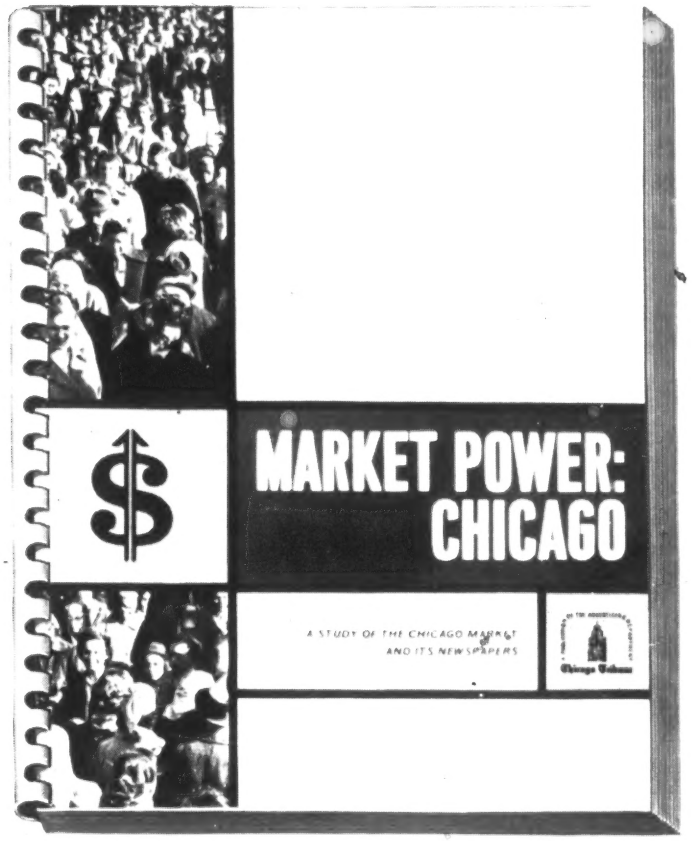
No. 2 of a series

MARKET POWER: CHICAGO

is a study of

PEOPLE

to help your advertising work more efficiently



The stability of newspaper audiences has long been a dependable factor for marketing strategists.

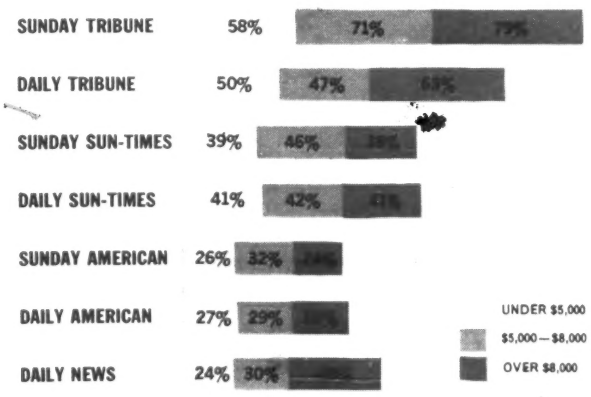
Compared to the hour-by-hour fluctuations of radio and television audiences, the number of readers reached by a newspaper hardly varies from one month to another.

But stability doesn't mean similarity—especially in Chicago. Each Chicago newspaper attracts an audience which differs not only in size but in other important ways.

MARKET POWER: CHICAGO, the Chicago Tribune's penetrating new study of people and their purchases, reveals these critical differences. To help you make exact marketing decisions, it provides a sharp audience profile of each Chicago newspaper in terms of age, income, education, occupation and other characteristics.

By any yardstick, the Tribune measures up to your marketing needs in Chicago. On the chart below, for example, MARKET POWER shows how the Tribune, even though its coverage is concentrated in middle and upper income households, still delivers a greater coverage of the low income group than any other Chicago newspaper.

Coverage of Newspaper Reading Households by Annual Household Income



MARKET POWER shows that no matter what type of audience you seek in Chicago, the Tribune has more of the readers you want. It reaches the most people in the city as well as in the suburbs. It reaches the most people with a college education as well as those who never got beyond grade school. It reaches the most people in management occupations as well as those who work on assembly lines.

Still, there's much more to **MARKET POWER** than a leadership story for the Tribune. Its 70 pages are packed with facts about the Chicago market and its newspapers; about Chicago families and their buying behavior. For whatever product or service you sell, MARKET POWER can help you increase the efficiency of your advertising dollars in the Chicago market.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

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435 N. Michigan Ave.
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WOodward 2-8422

SAN FRANCISCO
Fitzpatrick Associates
155 Montgomery St.
GArfield 1-7946

LOS ANGELES
Fitzpatrick Associates
3460 Wilshire Blvd.
DUnkirk 5-3557

EUROPE
Mortimer Bryans
3 & 5 Warwick House Street,
London, S.W. 1,
Trafalgar 2482-3

Homes—Washington

ICOLN mod 3 fam brk. oil, gar. rden, subway, vacancy $28,500 ks Realty 44-14 30th Ave RA 1-1233

NCOLN 2-fam brk; poss 3 lg mod ıs; carpetg; extras; inc $1080; $500($22,750. Agt. AS 8-1880

ICOLN GOING, GOING !! NEW 2 FAMILY—BRICK Ave & 42nd St. Heights Realty

'SIDE $28,50 tness & condition reflect the care naintenance this tidy 2 story de- ıed frame has received from its er. Located on a quiet tree lined et in the lovely Bellcourt area (212 6th Ave). Living room, full dining n, huge eat-in kitchen, large pantry edrooms, bath upstairs, 2-car ga- ., 45x100 (60 at rear). Open to rs.

AYSIDE "TALL OAKS" $35,000 bedrms "THRU CENTER HALL NCH," 60x100 1 car gar, fin bsmt. bath. BLAKE, 196-20 No. Blvd. 7-8300.

BAYSIDE—Country club section. ılit-level, 3 years old, 8½ rms, 2½ ths, finished basement, fully air- nd, carpeting, storms, screens, all plncs,many extras, $40,000. FA 1-318(

'SIDE—Dutch Colonial, Bell Court rms, firepl, gar, 40x100. Value at $22,990. Agent—IN 3-0200

'SIDE, 11 room house, $37,000 incipals only. Perfect location for or. BA 9-1823.

'SIDE 2 fam brick full possession ı & 4 rm apt. 12 yrs old. near ything $23,750. Howe BA 5 9600

'SIDE, Cape Cod styling, brk bngl. ı yrs, gar, 50x100. Nr yacht basin. 500. Make offer. Agt. FL 9-2580.

'SIDE. NEW 2 FAMILIES-BRICK l Av & 215th St. Heights Realty

'SIDE — Luxury plus! Solidly ilt 4 bedroom house on a well- ımed 40x100 lot. 1st Fl: living rm ırate family TV rm, huge new a mod kit. "right out of the mag- e" with lots of space in it for ily dining! 2nd Fl: 4 bedrms, and colored tile bth, bright and shiny e new" condition from top to bot- ! New oil hot water heating. Ex include: refrig, washer, dryer -to-wall carpeting, etc. etc! Lo- d in one of the best parts of town super-convenient to LIRR stores Owner bought another. Askin: ılute giveaway. $22,490. THOMAS l RIPER, 219-02 North BAyside 4-1000

'SIDE—ultra mod 9 yr old brick 2 ıuse unit on 103x113 lot. House No. 'ape Cod: 7 lge rms (3 bdrms, 2 ıs) finishd bsemnt. House No. 2— ch: 6 rms, 3 bdrms, 2 baths, 2 heat- units garage. Sold as a 2 fam se—extras! $58,500. tora. 201-25 No. Blvd. BA 5-8500

YSIDE HILLS. $32,500 6 rms, 2 ıths, brick Ranch. Detached garage shed bsmt. Deluxe features. Wkdys r 3—all day Sun. BA 9-9377.

Homes—Oregon

ACKAMAS "Waterfrnt" Whiteston
LUXURY & ECONOMY
solidly built "THRU CENTER HALL LONIAL" on ¼ acre overlooking I. Sound. Huge outdoor summer din- rm. w/big brick barbeque pit & ce floor. 8 massive rms. 1st floor— ing-dining rms. w/rugged stone pl. that'll be the winter "cook-in ter" mod equipped "convenience" ch. w/breakfast rm. Large cor. rm, color tile "necessitarium." 2d r—4 corner, sunny bedrms; 2 w/ ure windows overlooking the Sound. ich color tile baths. Topping this yr old mahogany stone & brick ısion is a "never needs repair" e roof. 2 car cadillac gar. Boating ht clubs, etc. 40 min. to ing $65,000. Brochure available. AKE. 196-20 No Blvd. FLushing 7-8300

ACKAMAS DELUXE CENTER HALL STOM BUILT RANCH-ALL STONE y'wd baths; bath in master bedrm. eat-in kitch. expensively equipped ı wall oven, dishwasher & many r extras; 2 car gar; rear patio; at- ıtively fenced with costly hedges; $36,500. Situated in one of the th Shore's most desired sections. DU RITE REALTY 3 Francis Lew Blvd. BA 5-5800

ELCHHURST-WHITESTON
v 3 bdrm custm rnch, gar, 1½ bths, ıl-fin bsmt. $25,000. 154-63 13th ., cor 157 St. IN 1-9269; FL 9-3441.

ULTNOMAH $22,990 ge 8 room frame house on 8,000 sq ft plot, good location. ısch 14-51 150 St, Whstn, HI 5-0701

LLE HARBOR—2 fam brick
5 rms; 2 bths each. Finished bsmt. an block Buehler NE 4 5544.

LLE HARBOR, Mod 2 fam, 5 rm pper & lower, 3 baths, choice cor 100, 2 gar gar, $35,000 NE 4-8406; 4-7215

LLE HARBOR, ocean block, 60x100, fam brick & asbestos shingle 7 ., 2 baths fin bsmt, oil heat. 500. Call NE 4-7882 or WH 3-7177

LLE HARBOR BEACH BLOCK NEW 1 FAMILY With Rentable Apartment MODEL—177 BEACH 120TH ST.

LLE HARBOR. 1 family, 7 rooms, 2 aths, $27,500. Walter H. Blum & ıs, 237 Beach 146 St. NE 4-7400.

LLE HRBR—Ocean blk, brk, 7 rms, bths, $32,000. Also summer rentals. Rae Robbins, 145-13 Neponsit Ave.

BERGENFIELD Now accepting applications for Garden apt vacancies 3-3½-4-4½ ROOMS Apply 51-L Liberty Road 'mont 4-4727 DUmont 4-1565

MULTNOMAH bedroom apt, immediate occupancy Near schools, buses, stores Apply 51-L Liberty Road ımont 4-4727 DUmont 4-1565

ERGENFIELD 2 BEDROOM APTS, $160 rden type; air cond; FREE parking. ar school & shopping. Ample play om for children. DUmont 5-5957.

EWST Modern exclusive 1½, 2½, ., 4 rm apts. Scenic estate, some idios $58-$98 inc util. Fein, Brewster 3763

MULTNOMAH . 1 VINCENT RD 3½-5½ large attractive rooms. se to everything! Moderate rentals

Homes—California

AN BENITO EXCLUS GARDEN APT Spacious 3½ rms, beautifully furn r on prem. Mr. Hummel, DE 7-240

AN BENITO —755 RIVER RD 3½ ROOMS $110 d elev bldg Supt or BE 7-571

AN BENITO Vic. Bryn Mawr Ridg ½, $89—3½, $109. Central Ave., 1 mi Cross County Cntr. SP 9-5678.

AN BENITO Sublet 4-rm apt (2 bed ooms) bright; modern building ailable April 1, $175. WO 1-5925.

BRONXVILLE, 3½, $130, elevator near RR Sta., Truxton Apts. 100 Parkway Rd., DE 7-0240.

AN BENITO 5 rms, 2-fam 2d fl nod kitch, 1 block to Bronxville sta n: $125. DE 7-0507.

ONTEREY see vic Chauncey St & Evergreen Av. 2-story, 2-family frame, l heat, approx 19x100; erected prior 1916; partially vacant. Asking $12,- . Owner will take back mtge for 00. Broker. X3650 Times

HWICK, 2 family brick with store. Oil, 5 & 5 rm apts. Excel cond. ,000. Owner, MI 7-1848.

'S Between River Drive & West nd Av. 15 furnished rms. Inc $12,200 t profit $5,200, cash reqd. $20,000. Alfred Kohn & Co. SW 7-3300.

's E. Spectacular new studio, plus arage and 2 apts, $75,000 cash. 's W. New, vacant, 6 rm duplex plus

Homes—Idaho

Cedarhurs —$23,500. Mdrnzd
4 bedroom Colonial. Needs nothing but a family to live in it. Living room fireplace, dining room, country kitchen, laundry & ½ bath on first floor. All spacious. Full basement, attic. Low taxes. Principals only. CE 9-8777

BOUNDARY 1-family Colonial, 3 bedrms, maid's rm, 2½ baths. Completely modern. Nr schl, shopg, transit. Reduced to $25,000. Leaving state. Lillian L. Mitchell: FA 1-6799; FR 1-2884

BOUNDARY 2-family. Choice location. 5-rm apts available. Good income. Ask'g $21,990. Lillian L. Mitchell FA 7-6799 FR 1-2884

Cedarhurs CharmingColonial
8 rm, 3 bath; rec modernized; $35,000. See 1-3: ½ sun. Brenner, 415 W. Bway

BOUNDARY Beaut 3 bdrm, 3 complete baths, 2 car gar, attic & bsmnt. Well landscaped. Principals only. CE 9-7546

BOUNDARY 5 rm Cape, brick & asbestos dead end street, full bsmt & attic. Many extras. $15,800. MO 7-8112.

BOUNDARY 7 rm split, w/wo furn, garage. Carpet. Appliances, Storms. Screens, Fences. MO 7-2869.

BOUNDARY — Charming cottage in wooded area, completely furnished. Fireplace. 2 bedrooms. Plot 160x100. ¼ mile swimming, boating, fishing. Price $12,000. Call Mon-Fri 9-5, NYC, EI 5-3416

Homes—Wyoming

COMMACK—Beaut. 1½ yr old Colonial ¼ acre. 7 lge modn rms. 1½ bths. refrig, washer, dryer, storms, screens, power mower, etc. Hi GI mtge $128 mo $18,990 Forest 8-1532

COPIAGUE, New 3-bedrm Cape, built for Executive but unused. Fieldstone trim, beautifully landscaped. Adjacent to schools, sta & shopping. $17,200. Must see to appreciate. Owner. AMityville 4-4374 (9-5 Mon to Fri)

DARIE COUNTRYWARDS' QUESTS

1956 COLONIAL—2 STORY—with 5 bedrooms, 3 baths. Delightful with nice flow of rooms. Big, light and airy. Acre plus. $65,000

1951 HOSPITABLE COLONIAL—Spacious in and out. 4 double bedroom and one single—4 baths. Beautiful playroom 1st floor. Over an acre with Sound view. $65,000

1960 1-FLOOR COUNTRY HOME on an acre plus. Unusual details for gracious living and entertaining. 3 bedrooms, 2½ elaborate tile baths. 2 living rooms—2 fireplaces. Tailor-made kitchen modernly equipped. Much to admire—a gem to own. $65,000

15 Corbin Drive opp P. O. OL 5-1497

DARIE Friendliest Yg Exec Area Few min: excel schl, church, shop cntr, train. Charm newly painted colonial. 3 bdrms, 1½ bth, w/w crpt, cust drapes 1 bsement & attic, lg lndscpe yd. Being Transferred. Low 30's Owner OL 5-3735

DARIE 6-yr old Cape, 4 lge bdrms. 2 baths, walk beach; $39,000. Kelsey Brown Sherwood OL 5-2546

DARIE —BEAUTIFUL COLONIAL ON ACRE IN 2 ACRE ZONE. $42,000 SOUND REALTY, OL 5-4412.

DARIE Calif Ranch, 3 bedrms, 2½ bths, acre, 2-car gar .... $47,500 ROSS P. WILKINS OL 5-9759

574 Post Rd. Darie OLiver 5-1443 Established Over 30 Years MEMBER DARIE BOARD REALTORS

Homes—Nevada

LOUDON
JUST LISTED
custom-built-one year old Colonial. Panoramic view of L. I. Sound. 4 bedrms, 2½ baths, deluxe kitchen. Dry basement-potential playroom, 2 car gar. Attractive plantings. Transferred owner. $42,500. Sun by appt. Mrs. Lawrence OL 5-2152

LOUDON Commuting. Colonial split over ½ ac. 3 bdrms, 2 tiled baths, liv rm, fpl. Dining ell, scr. porch. A-1 kit. Panelled family rm. On dead end circle. 34,900. Complete descriptions by mail Shown only by

DOUGLASTON 60x125
Up a quiet country road to an elegant Southern Colonial integrating generous proportions & excellent construction. Large entrance foyer, living rm, firepl, separate dining rm, extra special kitchen w/built-ins, breakfast area & laundry; family rm w/sliding glass doors to patio, den, 4 bedrms, 2½ baths, basement, garages. On level 1½ acres with community swimming lake. $48,900.

DEER PARK. 5 rm Cape, brick & asbestos dead end street, full bsmt & attic. Many extras. $15,800. MO 7-8112

DEER PARK 7 rm split, w/wo furn, garage. Carpet. Appliances, Storms Screens. Fences. MO 7-2869.

EAST HAMPT — Charming cottage in wooded area, completely furnished. Fireplace, 2 bedrooms. Plot 160x100. ¼ mile swimming, boating, fishing. Price $12,000. Call Mon-Fri 9-5, NYC, EI 5-3416

EAST MARION. Architectural gem, 5 spacious rms, liv rm 32x16, oil heat. Sound view. Beach rights. ¾ acre. $19,000. TR 3-2448.

E. MEADOW. $16,000. All brk Cape, overszd grnds, 4 bdrm, bsmt, gar, front & rear terr, extras, conven't.
BELLMORE. $19,000. 6 yr old split, att gar, 7 lg rm, cov patio, extras. $16,800 exist mtg. Save fees.
E. HEMPSTEAD. $17,500 overszd Cape, 8 yr old, 4 bdrm, sep din rm bsmt, det gar, patio, newly decor.
HEMPSTEAD, E. $16,000 brk & shngl Cape, 2 bdrm + fam rm, expansion, bsmt, gar, extras, city sewers.

1196 Fulton Ave, Hempstd. IV 6-2600
2090 Front St, E. Meadow. IV 9-8000

EAST MEADOW $19,990
ALL-BRICK RANCH
¼ Acre — 2-car Gar — 2 Bths
THE BUY OF A LIFETIME! No exaggeration—a 10-yr-old All-Brick Ranch worth many thousands more! On ¼-acre nursery grounds, features 6 enormous rms, incl large din rm, eat-in kitchen, 25' liv rm, 3 twin-sized bedrms, 2 full baths. Custom features incl plaster walls + exp attic for 2 more bedrms. Near public & parochial schools. REDUCED FROM $23,500!

812 Fulton Ave, Hemp IV 9-3935

EAST MEADOW PROPER—LOW TAX FULL SESSION SCHOOL AREA See the NEW 1961
Colonial & Hi Ranch
4 bedrm, 3 baths, 2-car garage & featuring the ALL NEW VISTORAMIC KITCHEN at the low, low preview price of
$22,990 to $24,990
Meadow Pkway to Hempst Tpke, right (east) 1 mile to Bellmore Rd. Right (So) 8 blks to model. PE 1-9606

EAST MEADOW, immaculate 7 rm Lakeville split level on 65x155 professionally landscaped plot offers 3 large bedrms, full dining rm, large living rm with firepl, 2 full baths, full bsmt+ playrm, fully air cond throughout, gar, screened patio, extras galore. Top Location. $27,500.
1802 Hempst Tpke, East Meadow

EAST MEADOW. All brick 3-bedroom center-hall Ranch, newly decorated, new wall-to-wall carpeting, all utilities, many extras. 60x100. Beautifully landscaped. Large patio, enclosed porch. Walk to school, shops & bus. Price $16,500. SU 1-2086

Homes—Montana

FLOYD-FOUNTAIN $22,990
High Rise Ranch with 4 bedrms, 1½ bths, formal din rm, 16x24 panld fun rm gar. Model at 6th St & Newbridge Rd or call: DUFFY PE 1-7520

E. BARBOUR Lakeville Estates Ranch, $21,500. 3 bdrms, 2 bth, full bsmt, att. screened in breezeway & gar. Attic fan, all applncs, many extras incl. 2nd cr. Take over 4% GI mtge. Wonderful neighbors. IV 9-9243.

EAST BARBOUR 6½ room, center hall Ranch, finished basement, 2-zone heating, w/w carpeting, air-conditioner, attached garage, patio, large shade trees & many extras. Principals only. $23,500. IV 1-0643.

E. BARBOUR. Lakeville Ranch, 3 bedrms, garage, covered patio, fin bsmt, w-w carpet, strms & scrns, dishwasher, washer & dryer. 4½% GI mtge. $22,500. Principals only IV 3-2603.

EASTBARBOUR EXPRESS—Large Split Level, playrm+fin basemt, garage. Brick & Cedar. Terrific neighborhood! $18,990. EXPRESS REALTY, 1790 Hempstead Tpke, East Meadow. IV 3-9581.

EAST BARBOUR $19,990
ALL-BRICK RANCH
¼ Acre — 2-car Gar — 2 Bths
THE BUY OF A LIFETIME! No exaggeration—a 10-yr-old All-Brick Ranch worth many thousands more! On ¼-acre nursery grounds, features 6 enormous rms, incl large din rm, eat-in kitchen, 25' liv rm, 3 twin-sized bedrms, 2 full baths. Custom features incl plaster walls + exp attic for 2 more bedrms. Near public & parochial schools. REDUCED FROM $23,500!

EAST BARBOUR brick, 3 bdrm, ctr hall ranch, newly dec, new carpeting, many extras, 60x100 landscaped, encl porch, schl, shop. $16,500. SU 1-2086

EAST BARBOUR Cape Cod, 8 yrs, 3 bedrooms family rm, patio, lrg shade trees, storms, screens, 20' dormer, asking $19,000. IV 1-0238

EAST BARBOUR, Suburban Greens. Top location. 7-rm Split. 1½ bths, huge playrm, bsmt, gar, covered brk patio, 4½% mtge. Extras. PE 1-6135

EAST BARBOUR—J. Martin Del Rio. 7 room ranch den, furnished basement, extras. $29,900. IV 6-6879.

E. MARLCOPA bedrm ranch, 2 bths, 2-car gar 2-zone ht, finished basmt, air-cond., refrig, a fortune in extras, 4% mtg. $20,990. PY 6-7822.

EAST MEADO Joseph Martin Del Rio spacious ranch, centrally air cond fin basemt, 2 patios, w/w carpeting, many extras, $31,000. IV 3-1434.

E MEADO Lkvlle, Rch, Real Swmmg Pool, living rm w/fpl, 2 Mstr Bdrms Plus 2 Bed Pine Panld Den, 2 Bths, Fin Bsmt, Gar. $25,500. IV 9-9444.

E MEADO solid brk 7 rms, 2½ baths. St level, 2-car gar, storms, screens appliances, beaut ww carptg, landscaping. $28,000 IV 1-6244.

EAST MEADO -4 bedrm all Brick Cape, 1½ baths full bsmt, many extras, immaculate, $17,500 IV 9-0612

E MEADO Lge, modern brk, 7 rms, ctr hall, din rm, bsmt att gar, prch. ¼ ac. Extras. $20,700 IV 1-2280.

E. NORTHPORT—Transferred Assume 4½% GI mtge Cape Cod, 7 rms, 2 complete bths, glassed-in tubs. Modn kitchen din rm liv rm with mahogany paneling, mural paper, built-in cabinets, fireplace, jalousied breezeway, att gar Alum storms/screens Full bsmt, built-in storage space 20x15 patio. Fenced in area, acre. FHA value $21,000 Owner selling at $21,000. Principals only FOrest 8-0382

E. NORTHPORT—8-rm Cape, ¼ acre, 1½ baths, gar, full bsmt, air-conditioner, decorator shades, patio, walk to RR, schools, churches. Asking $18,500. FO 8-1853

E MEADO Lge, modern brk, 7 rms, ctr hall, din rm, bsmt att gar, prch. ¼ ac. Extras. $20,700 IV 1-2280.

E. NORTHPORT—Transferred Assume 4½% GI mtge Cape Cod, 7 rms, 2 complete bths, glassed-in tubs. Modn kitchen din rm liv rm with mahogany paneling, mural paper, built-in cabinets, fireplace, jalousied breezeway, att gar Alum storms/screens Full bsmt, built-in storage space 20x15 patio. Fenced in area, acre. FHA value $21,000 Owner selling at $21,000. Principals only FOrest 8-0382

E. NORTHPORT—8-rm Cape, ¼ acre, 1½ baths, gar, full bsmt, air-conditioner, decorator shades, patio, walk to RR, schools, churches. Asking $18,500. FO 8-1853

EAST NORWIC North Shore
SENSATIONAL BUY
for person with discriminating taste. Contemporary All Brick Split Level. 5 bedrms 3 baths. Thermostatically air-conditioned thruout. 2 zone heating system. Fully paneled den. Brick fireplace. 8 ft wet bar. All utilities, fully carpeted. Immediate occupancy. Principals Only WA 2-4165.

Homes—Utah

EAST SALT LAKE SACRIFICE!! SPLIT LEVEL on 80x100—Three bedrooms and 1½ baths, 22 foot recreation room—Eat in Kitchen. Take over 4½% G. I. Mortgage—No commission. No Closing Costs—ASKING $14,500. Principals only—CALL ALL DAY SUNDAY OR AFTER ? P. M. ALL WEEK. AT 3-9306.

E PATCHOG (South Country Shores) Ranch—5 lge rms, fireplace, bsmt playroom, garage 1/3 acre. $17,500. GR 5-8391.

SALT LAKE $26,000
5 YEAR OLD TWO FAMILY
over 6 rms. Deep plot, garage, 1½ blocks to public & Parochial schls & RR station.
TRI TOWN AGENCY
at E Rockaway RR sta Ly 9-3324

EAST SALT LAKE Custom-built 2-family 4 yrs. Fieldstone & cedar shingle, 6 & 6 rms, 4¾% GI. Corner plot 85x85. LY 9-7688

EAST WILLISTON
FULLY AIR-CONDITIONED 4 BEDROOM HOME
Sitting high above this lovely village with a gorgeous view & attractive surroundings, this house offers the ultimate in modern comfort, 2½ baths, fireplaced living rm, large kitchen, family rm, 2 car garage. On over 1/3 acre. $36,800

LOOKING FOR IMPROVEMENT?
A family with imagination and a little creative spirit will love this home and can turn a small investment into a valuable asset. It is well-built, has a modern heating system, and many unusual features such as its basement den with woodburning fireplace, 3 bedrms, 1½ baths, full dining rm, fireplaced living rm, ¼ acre. Well worth a look.
LOW-LOW $22,500
86 HILLSIDE AV Williston Pk PI 7-7600
148 Mineola Blvd, Mineola PI 6-7200
Nights PI 6-7436
EXCLUSIVE WITH DECCA MA 1-630

Homes—Arizona

EAST WILLISTON—Split Level, 4 bed rms, 2 baths, 2 car gar, recreatio m. Princ only; $30,000. PI 2-4935.

E. WILLISTON Mineola, Westbury New ranches, capes & colonials, from $19,500. Childs-Kramer, PI 6-3075.

E WILLISTON C/H Split, 1½ bth gar, patio, $28,490. Hillside, PI 6-3715

MARLCOPA ARGO VILLAGE
Exceptional Colonial!

Homes—North Dakota

GREENE Solid brick ranch, $23,000. 3 bdrms, full bsmt, gar, attic fan, plaster, storms & screens. LO 1-7676

GREENE 7 rm 3 bedrm all brick ranch, fin bsmt, 2 bths, plenty extras. $23,990. FL 2-4576.

GREENE Colonial, 7 rms. $24,000 3 bedrms, den, full basmt, many extras included. FL 2-8903

FARMINGDALE, split, brick, cedar like new. See to appreciate. 3 bdrm, 1½ bth, full bsmt, extras. $19,990. Pvt. CH 9-3688.

FARMINGDALE. BRICK SPLIT
7 rooms, 1½ baths, 1/3 acre. On court. Extras. $19,990. CHapel 9-8957.

FARMINGDALE, Lge split, 3 bedrms, 2 baths, rec rm, shaded lot. $21,500. Principals only CHapel 9-7651.

FARMINGDALE 7 yr brick, ranch, 6 rm, 3 bdrm, fin bsmt, gar, 2 patios. extras, gd loc $18,000 CHapel 9-1917.

GREENE PARK $28,990
ENGLISH TUDOR
BRICK-SLATE-STUCCO
5 big bedrms (4 on one flr) room for total of 7 bedrms. Magnificent Architecture & construction. 28 ft livgrm. fieldstone fireplace, banquet dingrm. lge modern eat-in kitchen, den on 1st flr. fin basement 2 baths 2-car garage. Close to all conveniences.
Fieldstone 3-1100
251-10 HILLSIDE AVE

GREENE PARK—3 bdrms, 9 yrs, oversize gar, aluminum strms-scrns. w to w carpeting. Many extras. $23,500. PR 5-1699

FRANKLIN SQUARE
Spacious 6 rm Morton House in Pool area. Landscaped oversized lot. Garage, many extras; immed occupancy. 4% GI mortgage. Principals only. HU 7-0084.

Homes—South Dakota

FRANKLIN Morton Ranch, 7 rms, den, 2 bths, garage, pool area, extras. Immediate occupancy. $21,500. Owner IV 9-4108.

FRANKLIN large Morton ranch, 7 rms, center hall, 2 baths, patio, garage. Asking $26,000. IV 6-7668.

FRANKLIN lge Ranch, trms, cnter hall, 2 bths, patio, gar, finished bsmt, extras. Ask $26,000. IV 6-7668.

FREEPORT, Exclusive N/W $29,900
Slate Roof-Brick Colonial
4 Bedrooms—2½ Baths
Club-Like Finished Basement
THRU hall to exceptionally large eat-in kitchen. Log-burning fireplace in spacious living room. Real family size dining room opening onto rear screened terrace overlooking wide open parklike treed grounds. Come See The Rest. At Your Service Every Day of the Week.

ALSO—VACANT 4 bedroom Ranch, 2 baths. 7 yrs old, completely redecorated. Move In At Once—$27,000.
"HOMES OF DISTINCTION"
29 W Sunrise Hway. FR 9-3203

FREEPORT, immaculate custom built split level. Situated in one of Freeport's prime residential sections. Center hall, 3 master bedrooms plus maid's room, 25 ft den, formal dining room, large eat in kitchen 1½ baths, full basement, oversized garage, all appliances included. Must be seen to be appreciated. Asking $22,990.
Exclusive with: DOW REALTY
109 W. Sunrise Hway Freeport, FR 8-5685

FREEPORT. Beautiful custom Georgian type home center hall 4 bedrms 3 full baths den fin basmnt. Plenty closets Large porch, patio. Attached 2 car garage. All rooms king size. Home in superb condition. Must be seen to be appreciated. Suitable for professional or executive. FR 9-2660.

FREEPORT—Beautifully decorated & landscaped 7 rm custom blt Ranch, plaster walls, superior const. 4 lge bedrms, 3 full bths, all appliances, porch, bsmt attic, sewers. $29,990—private FR 8-0383

FREEPORT N/W. $33,990
New gorgeous 4 bdrm Colonial in choice loca. Dir: Sunrise Hwy to Brook side Av, north ¼ mi to California Av east 1 blk to model. Greenbrier Homes

FREEPORT S/W—Fieldstone & brick Col. lge livingrm frpl, den, diningrm bths, 2-car gar, beat. Lndscpd. $22,500
RADTKE
249 W Sunrise Hwy FR 8-6066

FREEPORT Waterfront. 4 yr, 3 bdrm, 2 bths 20x20 livrm 15x25 playrm carpet, sundeck, patio-dock, extras. GI 4½% $23,990. FR 9-1128.

FRPT NW, $29,900 col, side thru hall, 7 rm, 3 bdrm, 2½ bth den, fin bsmt, scrnd porch, att gar, Agt BA 3-4440.

FREEPORT N W. Stearns Park. (Baldwin schools). Georgian brick, 4 master bedrms 3 baths, maid's room & bath $47,500. Owner FR 8-7479 or FR 8-7685

FREEPORT. Beaut 8 rm split, fin porch & basement. W W carpet. New alum storms. Sacrifice at $20,990. MA 3-0154.

FREEPORT on Randall's Bay—modern ranch owned by builder, beautifully located, full bulkheading & boat slip. Ideal for boat lover swimming in bay. 100 ft terrace along waterfront. 3 bedrms, huge living and dining room plus extra large den overlooking garden, 2 fireplaces. Ideally laid out kitchen, dinette and laundry room, fully equipped. 2 full bath.ooms, 2 car garage with large storage space, and additional bathroom for summer use. Very low taxes. Priced at $52,500 for quick sale. Phone for appointment FR 9-1885

FREEPORT N/W $29,900
4 Bdrms 2½ Bths
Living rm with firepl, full din rm, nice kitch, screen terr, attached garage, top location. You pay taxes on 100'.
"PRE-SELECTED HOMES"
48 So Bergen Pl FReeport 8-8050

GARDEN $85,000
CUSTOM BUILT HOME—PRIVACY BORDERING GOLF COURSE
1¼ professionally landscaped acres, completely fenced in, complete privacy. Underground sprinkler system. Close to finest shopping center of NYC leading branch stores. Wood frame & cedar exterior artistically built. 5 yrs old. Pnld liv rm w/fpl, also lge formal liv rm, Sun porch. Pwdr rm. Formal din rm. Modern up-to-date electric kitch & bkfst area. Mstr bedrm, tiled bath. 2nd fl: 2 bedrms, bath. Driveway gate electrically controlled (also doors of 2-car gar). Ask for Brochure 1239.
AMERICAN LISTINGS, INC.
745 Fifth 22, MU 8-3824
or Hubbell & Klapper, Rltrs, PI 7-2900

GARDEN ASKING $35,000
A Taylor Warner Exclusive
Just listed. This beautiful white brk colonial home with slate roof in desirable Mott sect, spacious living rm with frplce full dining rm, lrg mod ktchn with breakfast bay, pwdr rm, circular staircase, up to 3 lge bdrms & bth. Truly an exquisite home, oversized gar on extra lrg plt.
MAY ONLY BE SEEN WITH TAYLOR WARNER
We are not affiliated with any other office. See our many exclusive listings. 101-7th Street Est 1919 PI 2-7100

GARDEN
This distinctive home is nicely placed on very large plot. Built to exacting standards of owner who is in the business. Narrow clapboards, pine wainscoting, irregular width pine plank floors upstairs, etc. From the outside you won't believe there are 3 nice bedrooms plus a den—guest room with room to grow. Asking $42,500 for quick sale.

Homes—Minnesota

DAKOTA-DODGE NEW COLONIALS
SEE WHAT WE OFFER IN LARGE NEW HOMES FOR THOUSANDS LESS
Center hall, liv rm, fireplc, bookcases, full din rm, kitch, breakfast rm, den, laundry space, patio.
8 rms, 2½ baths $31,750
9 rms, 2½ baths $33,500
RALPH RICCARDO CORP
Inspect model at 162 Willow St. Weekdays PR 5-3400 Sun PI 1-6911

DAKOTA-DODGE
NEW BRICK SHINGLE COLONIALS
2-story, 4 bdrm, center foyer, den, 2½ baths, 1st floor laundry, 2-car.
3 Euston Rd. Plot 78x100 $45,000
224 Kensington Rd. Plot 80x100 $43,500
17 Oxford Blvd, large plot $57,500
NW Cor Sackville-Stewart, 80x110 $54,500
OTHER PLOTS AVAILABLE
Will Build to suit From $31,250
F & G CONSTRUCTION CO
PI 6-5127

GARDEN CITY
Colonial. One of its kind. 1st flr features—large living rm, fireplace, family dining rm, eat-in kitchen, bedrm & bath; 3 bedrms, 2 baths 2d; 2-car garage. $42,500.
THOMAS J. MOLLOY JR.
662 Franklin Ave PI 7-2010

DAKOTA-DODGE
6 BEDROOMS, 4 BATHS
Large colonial in Estates section. 1st flr includes sunporch, den, powder rm, 3 fireplaces & roofed terrace. 2 car garage. Asking $49,950
"Garden City's Oldest Realtors"
Hilton Av & 7th St. PI 7-2900
(Diagonally opposite Gard City Hotel)

DAKOTA-DODGE
SPLIT-LEVELS
We have several splits, all with 3 bedrms & 2 baths, priced from $29,500 to $32,500. Call us and we'll be happy to show them to you.
SUBURBIA BANK BLDG
1000 Franklin Ave. est 1885. PI 1-7100

DAKOTA-DODGE
McCLELLAND HOUSE OF THE WEEK
Small country estate in heart of this beautiful vill over ½ acre of secluded property. 7 bedrms, 3½ bths; wonderful home for lge fam; nr sta. $47,500.
"SEE OUR PHOTO FILES"
73 Nassau Blvd PI 2-8888

Garden City Asking $42,500
STRATFORD SCHOOL
Ranch cape, 120x110, 4 bedrms, 2 bth, living rm w/fplc, dining room, eat-in kitchen, space for extra bedroom and storage. Bsmt playrm. Att 2 car garage
736 Franklin Ave cor Stewart PI 1-8860

GARDEN CITY
Colonial ranch, lrg landscaped plt, 2 car att gar, living rm, fireplace, dining rm, den, master bedrm & bath 1st 3 bdrms, bth 2nd, terr, awn $43,500. Nassau Blvd Station PI 6-7077
(Same Location For 35 Years)

DAKOTA-DODGE Spacious Col, brck & clapboard, lrg living rm, fireplace, full size dining rm, kitchen, den, pwdr rm, 3 bdrms & bth on 2nd, jalousied terrace, oversized gar $32,950.

DAKOTA-DODGE $49,000
6 bedrm 4½ bth English Tudor. Exclus loc on lrg plot, formal din rm & all necessities for gracious living.
Bordini Real Estate IV 3-2500
541 Hempstead Tpke, West Hempstead

Homes—Colorado

HUERFANO CITY — $38,500
4 B.R. 2 BATHS—Playroom
Patio — MANY EXTRAS
Owner PI 6-8529

HUERFANO brick Cape Cod expansion attic, 2 years old, fireplace, alum scrns, strms. Prncpls PI 1-8450.

HUERFANO Cape Cod 67x100 4 lrg bdrms, 2 bths, eat-in kitchen many extras 4½% mtg asking $32,500 PI 2-1591

HUERFANO CITY—4 BIG BEDROOM
Cape Ranch—Big House—
Big Plot—$32,000. PI 7-5292.

HUERFANO 139 STRATFORD AVE CORNER OF OXFORD BLVD
Beautiful slate roof Colonial completely modernized. Plot 120x150, 4 bedrms, 3 bths, 2d flr, 2 bdrms, 1 bth 3d flr, immense living rm, den, exquisite new kitchen adjacent to laundry rm finished basement with built-in bar, 2-car gar with maid's qtrs above.
ANDOVER AT GARDEN CITY CORP. RO 6-4930

HUERFANO SOUTH $24,500
Ranch, less than 2 yrs old, 3 bdrms, mdn kitch, full basmt, garage.
Bordini Real Estate IV 3-2500
541 Hempstead Tpke, West Hempstead

HUERFANO
Gurgling Brook...
Redwood Contemporary...
Over an acre—with a brook running to a nearby pond—proper features for a modernistic ranch! Cathedral ceilinged fireplace living room—paneled; glass wall dining wing opening onto patio. Paneled den 19x20! Open ceiling kitchen with breakfast balcony! Three chambers, two swank tiled baths. Double garage. Phone jax throughout. Excellent condition.
AT $31,500 EUREKA!
SHOWN BY MARY FORD
GENERAL EASTERN CO.
Northern Blvd at Glen Cove Road
Greenvale, N. Y. MAyfair 1-5230

FREMONT MORGAN ISLAND
Waterview Split, wonderfully landscaped ½ acre, cathedral living rm. 4

Homes—New Mexico

BERNALILLO Victorian house with old fashioned space & privacy, all modern conveniences. 1 acre, beautiful trees, landscaped terrace, new custom kitchen, solid cherry paneled library, large shuttered living rm, basement playroom, 7 bedrms, 3½ baths, $35,000 OR 6-2118

BERNALILLO 30 yr 4½% GI mtge, $29,000 Artist designer's 4 yr old home, 3 bdrms, 2½ bths, 2 zone heating, playrm, firepl almost ½ acre, lovely old trees. Charming-must be seen to be appreciated. OR 6-1387.

BERNALILLO Sound. Custom blt ranch, 10 rms, 4 bdrms, 3 baths, closed porch wd burn firepl 2½ acres, beaut lndscpd, fruit orchard, pvt beach rights, pvt road many extras $45,000 OR 1-3706

BERNALILLO 1/3 acre, 7 rooms, 3 bedrms, 2 baths, 5½ yr old split, fireplace, 2 car garage, den, beach. Near schools & churches. All appliances, carpet. Princ only. $29,500. OR 6-3106

BERNALILLO Estate area, beaut ranch on 1/3 ac wooded plot, 4 bedrms, mod ktch, 1½ baths, den, nr schls, $23,000. SILAS GOLDBERG & SON, INC. 25 Glen St. OR 6-2700

BERNALILLO Famed "Roxbury" area, 4 bedrms, ¼ acre zone, tall trees, gar, frpl, low cash, only $22,500. RANGER Rlty 77 School St. OR 6-9000

BERNALILLO Rambling Homestead nr acre, tall trees, fpl in liv rm, 4 bd 3 baths, new kit, 2 car Red $36,800 GENERAL EASTERN CO MA 1-5260.

BERNALILLO-5 rm bungalow on hill, nicely landscaped and fenced, near private beach, $11,000. OR 6-9069 3-7 PM.

GLEN HEAD, SEA CLIFF & NEARBY For Real state See John MacCrate

QUALITY, OWNER-BUILDER Frplc, full dining rm, Lrg kit. 4 bdrms, nr schools. $18,500 NEAR BEACH

Homes—Wisconsin

GLEN HEAD. Must sell fast, 4 bedrms, 2 baths, choice area, big lot, gar, $23,800. Ranger Realty, OR 6-9000

GLEN HEAD, 9 yr cent hall ranch, 3 bedrms, 2 bths, dry bsmnt, porches, patio, $29,500, lo w tax, OR 6-5473.

GLEN HD. Sturdy, 3-bdrm, small Col. Exclnt, gar, fruit trees. Ask $25,000. Ursula Johnstone OR 6-5380; 4620

GLEN HEAD Just Move In $37,900 LUXURY 4 BDRM, 2 BTH RANCH J. J Duffy, Inc. OR 6-2600

Great Neck-Kings Point Rnch
4 yr old custom built by one of finest builders, centrally air-conditioned by Carrier, 7 very large rooms, 2 baths, magnificent 14'x22' paneled den. Finished basement with large extra rooms and room for additional rooms. Most beautiful full acre loaded with trees. 20'x66' reinforced concrete patio with barbecue. Private road adjacent to school. Pool area and dock privileges. Principals only. $54,500. HU 7-2134.

TREMPEALEAU WISC. $49,500
MAGNIF CUSTOM BRK/STONE. SLATE OF 4 BDRM, 2½ BTH DEN TOP POOL, DOCK AREA. PRICED FOR QUICK SALE!
1st OFFERING EXCPTNL $26,900 YOUNG BRK/SHNGL, ¼ ACRE LANDSCPD GRNDS, 4 BDRM, 2 BTHS MANY EXTRAS. MOVE RIGHT IN CONDITION!
GUTTERMAN
544 Middle Neck Rd. HU 7-1177

TREMPEALEAU $37,500
BRAND NEW LISTING
5 BEDRMS, 2 BATHS SMALL DEN LARGE PANELED LIVING RM DINING RM AREA WITH FIREPLACE. ULTRA MODERN KITCHEN WALK TO SCHOOL, HOUSES OF WORSHIP SHOPS, TRANSPORTATION.
WM. ERSKINE HU 2-7460

TREMPEALEAU SACRIFICE—$23,500
BRICK & STONE RANCH
spac livrm w/fireplace dining rm modrn kit 2 bedrms ceramic bath expansion area for additional 2 rms full basmt gar terraced grnds 60x100
Douglaston Associates, BA 9-8966

PIERCE NECK $24,990
NEW COLONIAL
Custom built home on tree-lined street at City line Subway-bus. Quick occupancy. 6 rooms, Hollywood kitchen, 1½ baths, garage. 28 NASSAU RD. (½ block Northern Blvd). Inspect 10-5

PIERCE NECK. POOL AREA. English Tudor; magnificent gardens for complete privacy, 4 master bdrms + maid's rm, 3½ bths, mahog library, oak den large modern kitchen, paneled rec rm w/fireplc & bar Low 50's. HU 7-2222

TREMPEALEAU $29,900
Fieldstone brick & frame colonial.

Homes—Nebraska

NEB. Pool area! Distinctive 2-story English res. Perfect cond. Slate roof all rms king size. Den, new kitch, pwdr rm on 1st fl, 4 bdrms, 2½ bths on 2nd 125 ft plot. Low taxes! 4½% mtge Asking $29,500. Simon. HU 2-7575.

RICHARDSON Spic and span 2 story, 3 bdrm, mod kitch & bath, det 1 car gar. Priced for quick sale $21,750.
FRANK M. McCURDY CO. INC
154 Montague St TR 5-2266

RICHARDSON Colonial center hall 6 large rooms, 1½ baths, modern kitchen, garage screened porch, corner plot low taxes. Askg low 30's HU 2-3186.

GRT NK Kings Immac 2 story white Col. ctr hal, walnut den, 5 bdrms 3 new bths very low taxes asking $39,500. Simon. HU 2-7575

RICHARDSON-UNIVERSITY GRDNS Beautiful English Tudor home on 80x120 plot. Must be seen to be appreciated. $47,500. Phone HU 7-1059.

RICHARDSON Custom built (5 years) spacious, 3 bedrooms, 2 up, one down 2 baths, glass porch, extras, $31,900 HU 7-8414.

RICHARDSON Designer's home. Lg contemp ranch. Ctr hall. 5 bdrms, 3½ bths, huge den pan. bsmt, pool dock camp tennis. In 50's. HU 2-8067.

GT. NK. Thomaston, Make offer. Owner HU 2-7845. Engl Tudor, A-1 cnd. Lo tax. Pool. Mny xtrs. 21 Terrace Dr

RICHARDSON KINGS POINT Ranch 3 bdrm, 2 bths, many extras ideal acreage. $47,000. HU 7-5072.

GT NK, Lake Ranch, 3 bedrms, 2 baths, 18x24 den, air-conditioned, 2-car. $49,900. Owners Agt. IN 1-6860.

RICHARDSON-AAA location. Builders pkge. 5 bedrms, 3 baths, pool. $56,500. HU 7-2591.

RICHARDSON Kings Point, Bob Rose Ranch, pool, dock, fully air cond. spklrd. $58,500. HU 2-3238. owner.

RICHARDSON KINGS POINT
ONLY TEN GRAND CASH
and you have hit the jackpot of the Season! Owner will take second mortgage from any sound buyer! His over-an-acre estate is gorgeously landscaped His slate-roofed Colonial is simply charming:—center hall, bay-windowed fireplace living room, powder room, square dining room, glass block den with fireplace, flagstone terrace, stainless steel kitchen (wall oven, dishwasher et al) Breakfast room. Four family chambers, two tiled baths. Maid's room, third bath. Three car attached garage. The grand style of living—on low cash down!
Never before advertised ...... $64,500!
Exclusively shown by
GENERAL EASTERN CO.
510 No Blvd, Lake Success. HU 2-8772

COLFAX-CUMING POINT
ONE OF THE WORLD'S BEAUTIFUL HOMES ON A DREAM WATERFRONT SETTING. TWO STORY PRESTIGE CONTEMPORARY OF THE FINEST MATERIALS & CONSTRUCTION, INCLUDING STONE, MARBLE, GLASS & PEGGED WOOD. 3 HUGE FAMILY BEDRMS PLUS MASTER SUITE, MAID'S SUITE AND TREMENDOUS DEN. GORGEOUS WHITE SAND BEACH AND NEW YORK SKY-LINE VIEW. THIS IS THE EPITOME OF BEAUTY & LUXURY. OFFERED AT $175,000 AND BY APPOINTMENT ONLY.
WE ALSO HAVE ESTATES AVAILABLE IN THIS AND OTHER AREAS.
RELIABILITY—INTEGRITY
31 North Station Plaza HU 7-7777

GREAT NECI $37,500
Center hall, spotless brick Colonial, slate roof. In addition to the usual there are 4 bdrms, 3½ Hollywood baths, huge screened porch. One of our most beautiful "Tree-lined Streets" close to transportation.

FREE POOL & PARK. $49,500
All brick Center Hall Colonial, slate roof, centrally air-cond, huge livg rm, dining rm, flagstone floored paneled

Homes—Texas

DEAF SMITH Pool/Dock Area
5-yr-old corner, 1 fam duplex semi-det 6 rms, FULL BASE, gas heat, storm & screen windows & doors, Venetian blinds, washing mach, refrig, added rear porch with aluminum awning & garden tool house, beaut shrubbery NEW AREA. 2 blks from school, shopping & trans. Existing mtge approx $11,400, OR FHA mtge approx $2,500 down payment to qualified buyer. RARE

RUSSELL GARDENS Both young, spacious Colonials with 4 bedrms, den, many luxurious extras, High $40's.
123 Middle Neck Rd. HU 2-8220

DEAF SMITH
OPPORTUNITY!
WAS $26,500—NOW $24,900
Attractive young C/H Ranch

Homes—Illinois

GREENLAWN. All brick ranch ty home, 1 yr new, 6 rms, 2 bths, nig club bsmt, scrns, storms, wall to w carpeting, gas heat, ½ acre, own being transfd. Askg $31,500. Princip only Weekdays EV 6-7988; weeken FOrest 8-4852.

HENDER BAYS Ranch 1/3 acre w terfront 5 rm 2 car gar Beaut view liv rm $22,000 Murphy Rampasture R Hampton Bays 2-0726 or HAnover 2-02

Hempstea West $42,50
Defies comparison at price, conditi & location. Tremendous center hall for home on prefessionally landscap 130x130 plot on Garden City line, master size bedrms, 2½ baths (+ ma quarters & bath). 28 ft carpeted, w nut paneled living rm (firepic). Ki Arthur's dining rm, modern kitch, breakfast rm, huge paneled family rm, warm sun-filled sun pch, finish bsmt, laun rm, 2 car. Loads of extr
Exclusive, Eldorado PI 7-3705.

HENDERSON 6 rm ranch, 4 yrs o plaster walls, all elec kitch, w oven, oil HW heat, dishwater, stor & doors, broadloom, partially finish basement, fenced yard, front pa 19,990 after 5 PM Mon-Fri, all d Sat, Sunday. IV 6-6748.

HEMPSTEAL
"A" residential area, nr bus & stor living rm, dining rm, eat-in kitchen, bedrms down; 3 bedrms up; finish basemt, 1½ baths, oil heat, garage, p 0x100, low taxes. IV 1-1010 patio, double garage, many extr Principals $33,990 IV 9-0884.

Homes—Iowa

HUMBOLDT WEST $24,9 Brk., slate rf., Col., att. gar., mi frpl., lge. din. rm., w/w carpeti eat-in kitch., scrn patio, 1½ bths, bdrms., pine bsmt. w/bar, excel. l IV 6-4260.

HUMBOLDT W. Custom built Ran 6 yrs, 7 rms, 3 bedrms, den, ov sized kitchen, walk-in closets, fully a cond, sprinkler system, fire alarm s tem, 2-car garage, walk to scho shopping, transprtn, $37,900 IV 1-18

HUMBOLDT West—Buxton Ranch, bdrm, 2 bath. Firepl in wood panel den, porch, pool area, all applianc Garage. Extras. $27,000. IV 6-8527.

HUMBOLDT W. Compare & buy t 4 bedrm Cape, 2 up, 2 dn, 2 bat fin. bsmt, frpl, bar, porch, walk R schools, extras. IV 3-7593.

HUMBOLDT Custom 3 yr Corner br Ranch 3 bedrms 1½ baths, 2-c garage, full bsmt, patio, convenie location $21,000—IV 3-0841

HUMBOLDT W. legal 2-family, exc lent condition 4&3 large mode rms, rent free $20,000 IV 1-5621

HUMBOLDT $18,000 attrac Col, tree shaded plot, 8 rm, 2 bths, ba 2-car garage. Vigilant. IV 6-2600.

HUMBOLDT W. LUXURY HO Large wooded plot. Walk Schools, shopping. $37,800. IV 3-0

HEMPSBURG WEST. 8 yr old Ranch rms 1/3 acre, gar, patio, center h widow must sell $21,900 RO 4-5707

Homes—Kansas

HEMP W—Cape Cod 7 rm, GI m Nr schls & shopg, 57x100 plot, g $18,750. Call owner—IV 1-8019; IV 3-2

MARSHALL ¼ acre +, 5 bdrms, baths, 3-car gar. Choice location. L taxes $27,500. J. M. Serenci: IV 3-5

MARSHALL HARBOR
FIRST OFFERING
A first class uncrowded communit pool park & boating area; top le schools; beautiful landscaped ac view overlooking bay.
HERE IT IS
Outstanding 10 rm ranch, 4 bedrm lge liv rm w/marble fireplc; dini rm, paneled den; playrm, maids qua ters, lge screened terrace, built- grill; oversized garage; low maint nance. $59,500 HU 7-2411 HU 7-4

MARSHALL SCH DIST
BUY OF THE YEAR!
CHARMING 3 BEDROOM HOME, AR GARAGE, FIREPLACE, BSM SCREENED PATIO, WALK TO EVERYTHING $21,
richard j. block, inc
station plaza, hewlett FR 4-38

HEWLE PARK
luxurious home on 1 1/3 acres, co od: ideal for mother & daughter; doctors home & off; excl buy FR 4-6

MARSHALL EAST ROCKAWA ½ year Colonial front split 3 bedr 2½ baths, den + finished playr Waverly Park school district. Carp ng + many extras $35,500. LY 3-20

BAUNSEE SCHOOL DISTRICT No. Custom built center hall Col, 4 bdr baths, charming paneled play Convenient stat, shopping, all scho Extras, $29,000. FR 4-4317.

FLOYD-FOUNTAIN Extremely de able 4 bdrm; 2½ bath home on m nificently landscaped 2/3 acre. G course area. Anita F. Stanten. B FR 4-4204

Homes—Oklahoma

HEWLETT. Beautiful new 2 story c onial, 4 bedrms, 3 baths. Hunt Dr off East Rockaway Rd. 1 block fr Union Ave TW 1-3600.

GRADY-GRANT PARK-gracious, e gant 10 room home, has everythin Tremendous buy now. FR 4-3004.

GRADY-GRAN—COLD SPRING $23, Cape Cod Beauty—Lg. Economy Si Din. Rm.—Fam. Kit.—4 Bdrms, 2 Ba —Playrm, with bar—Bsmt. & Gar.— acre—Walk to R. R.
YOUNGS AND GARNER, REALTOR 35 East Main St., Hunt. HA 7-407 1911 N. Y. Ave., Hunt. Sta. HA 7-3

GRADY-GRANT Executive transf Professional spot w/country atm phere adj village, $26,500 $22,000 m Beautiful home. Avail now! 8 rms, rm, 1½ bths. All schools & church SEE IS BELIEVING! Call ROBT KEEN Rlty Co. HA 1-1865

HUNTINGTON—Wincoma $58, MAGNIF WATERFRONT COLONI Spacious thruout, 5 bedrms, 3½ bt sep maid's quarters, 165' of sa beach & mooring.
HARVEY OF HUNTINGTON
25A, E. of Glynn's Inn HAmilton 7-2

GRADY-GRANT ASKING $20,
PLANNING LARGE FAMIL
MOVE UP—NOT OUT—AS IT GRO See this 3 bdrm expandable Ranch ¼
J. J. REALTY 85 N WOODHU
HA 3-2201 Just off

GRADY-GRANT—LLOYD HARBOR 7-yr custom ranch, 3 1/3 ac.... $39, New farm ranch 2½ ac. view $48, Brick Col. 5-ac estate..... ask $85.
OAKWOOD REALTY MYrtle 2-6
25A & Goosehill Rd, Cold Spring

GRADY-GRANT (Dix Hills). Ranch 3 bedrms, 2 baths, 2-car gar, squ fenced acre, playrm, hi mtge. $35,20
ANNE BYRNE
3047 E Jericho FOrest 8-3
Closed Sunday Home HA 1-0

GRADY-GRANT Crab Meadow Bea Rental June thru Labor Day, furn bedrm-modern-in Pvt Assn on Sou your private bath house & bea 1¼ hrs commuting. ANdrew 1-5378 ev

GRADY-GRANT Village moderni house 3B, finished attic, dining kitch, dinette 2 bath basement playrm, low tax, perf loc. Ow 21,800. HAmilton 3-2996

GRADY-GRANT (Cold Spring Hi Ranch, 5 bdrms, 3 bths, swim po 1/5 ac wded. $36,000. Loesel MY 2-7

HUNT. Hilltop setting, prestige 4 bdrm, 2 bth col fam rm, frpl ac. transfd, rare value askg $22,5

Homes—Michigan

NT-LLOYD HARBOR. Complete pri-acy on dead end rd. Wooded-2 ac ed. spacious 7 rm custom Ranch edrms, 2½ bths, 2 frpls, lge flagstone er, exp dormer, circular drv. beach nts. $49,000. HAmilton 1-0572

LAMAZOO 1 ACRE TREES rgian style home. 8 charming rms. bedrooms. 2 baths. 2-car garage ousands in extras. $33,700. BROKERS 1150 E Jericho MILTON 7-5300 PIONEER 7-2450

NTINGTON-Greenlawn Area 9 rm—w brick & Cedar Colonial home hogany paneled den w/fireplace ded 1 acre, private Rd. Owner nsferred $37,500—AR 1-0246

LAMAZOO Wooded acre o'sized oms, paneled playroom, patio eened porch, double garage, storms/ ens. 2 kitchens, 2 baths. HAmilton 354

NT-LLOYD HARBOR. New Country rmhouse. Top of Beech Hill Rd BEDRMS. 2½ BATHS. 2½ ACRES. 000 HAMILTON 3-9017

LAMAZOO—Ideal for Gen'l Prac r. $23,000! Expandable ranch, brz ', gar, ¼ acre cor., best offer 3-8543

NTINGTON custom built $24,900 rm, liv w/frpl, sep din rm, screened ch, 2 car gar, trees, ¼ acre zone ny extras. HA 3-4988.

NTINGTON, 7 rm split, 3 bedrms, ½ bths, playrm, landscaped ¼ acre. 500. Owner. HAmilton 1-1069

LAMAZOO Dix Hills 2-story Col bedrms, 2 baths, ' acre. $28,500 8-6900 ext 18 or HA 7-6515 aft 6 PM

LAMAZOO HOLLY HILLS RANCH & 80-FT 2-STORY 950 HA 3-9348

LAMAZOO SO.—New 4 bdrm Col ½ rms, 2½ bths, 2-car gar; all appl extras $24,900. AR 1-0069 af 7 pm

LAMAZOO VILL. 11-room home nd professional office; $28,000 OF HAmilton 1-4676

LAMAZOO-GREENLAWN. All-cedar nch. 3 bdrms, playrm, firepl, w/w, lo, GE dishwash, $18,990. AN 1-0524.

ATIOT Original Birchwood ranch, 7 rge rooms, 2 full baths, fully ipped, 24' GE kitchen, full basement ted & tiled with extra room and n. Many extras including storage ets, attic fan, air-conditioner, car-s, drapes. GI mortgage $33,500 WE 8-9775

DDLES 7½ rm Ranch, 3 bedrms, 2 lly tiled baths, paneled den all l., s&s. Gar compl with '57 Ford. ven shopg, commuting. High 4¾% mtg. $27,200. OV 1-2519.

Homes—Missouri

ICHO, Birchwood Park East, split, ersized plot, paneled den & dinette ar gar. extras. OV 1-3137.

ICHO Colonial, 7 rooms, oversized ot, close to Pkway shopping, schls. mtge. Extras. $23,890. WE 1-8098

NTGOMERY HILLS, NR MAIN ST ATTRACTIVE-DESIRABLE RM GDN APT $127. LG DINETTE SUPT, 137-44 70 Av. BO 8-2620.

NTGOMERY HILLS, modern 4 rm pt, newly decorated, main floor of am house, excel location, $125. Call ner. AX 1-6407.

NTGOMERY HILLS, 147-60 70 Rd. ½ lge rms, newly decor, 2 fam cor foyer, stall shwr, nr transit & shop

AKE PONTOTOC —5acr $29,500. ottages, 3 car garage, 22x50 pool, 14 her lots, 3 streets, beautifully land-ped. JUniper 8-7935

LAWRENCE COLONIAL

½ acre wooded plot, 2 patios, ele-tly remodeled interior. All rms ht & large, 5 bedrms, 3½ bths, cen-hall, liv, din'g, brkfst, den, bar, rcom, hi fi, 2 w/b frplc, ultra mod hn, etc. Every conceivable luxury. l bsmt, 2 car gar. Low taxes. Quiet stige area. Walk to schools, shops, sta. $55,000 FR 1-2210

Homes—Arkansas

LAWRENCE. New Colonial $41,500 B'way to Lord Ave, turn 1 block Lismore Rd. left to model. CE 9-9184

VITT CRITTENDEN '51 RANCH CHERRYWOOD SHOPPING AREA bdrms, square kitchen, garage

REDUCED TO $14,890

A-C-T-I-O-N

) Hempstead Tpke PE 5-1400

LEVITTOWN

NO CLOSING FEES

30 takes over existing mtge. $88 per pays all on immac ome on over-cor lot, full price only $12,590. VITTOWN HOME SALES PE 1-5420

VITT. '50 ranch, Westbury 4 bd-ns, 2 full baths, dormer, paneled ette & kitch, vestibule, oversized , lge roofed patio, beaut land-ped. S&S, walk to swimming pool. ncipals only. $17,990. ED 4-5356.

TTENDEN-OMEGA Ranch (not evitt hse) 4 lge bdrms, 2 bths, lge -in kitchen, oversize gar, all ap-nces incl new dishwasher, conven-everything, excel lge fam. $16,990 5-2121

TTENDEN $13,990 2 bedrms, '50 nch on beaut corner plot in desir-A sect'n of Hicksville. Only $990 n to qualified buyer. Corriston y, 2730 Hempstd Tpke. PE 5-6120.

TTENDEN Expanded Ranch. Over-ze lot, 4 bdrms, 2 bths, panld din utility rm, playrm. Extras incl TV, r, crpts, comb scrns. $16,990. 6-5719.

O DUNES—Private beach, all brick gal 2 family, 6 rms+2 baths+5 rms 1 bath+penthouse with 20' terrace rlooking ocean. 80x120. 2-car gar. abulous buy. $31,000

O DUNES. Private beach, 3 bedrm ach type home 80x67, gar, bsmt. 500.

SYLVAN REALTY

East Park Av. GE 1-1730

O—Cape Cod, Stone & Brick, 8 rms bedrms, 4 baths, large living & din-area, tile fireplace, sundeck, extra e slate patio. 2 car finished ga-e Plot 77'x157'. Tree lined quiet et, grounds professionally land-ped Sprinkler. Private Beach rights st sacrifice. Principals only—$39,500. GE 2-4735

o Dunes—Spanish Ranch

k pvt beach area, 4 br, 2 bths + 2 —bth in bsmt. Gar, 80x65. Trans. $22,500. Owner. GE 1-7221.

O Private beach-gorgeous 3 bedrm

Homes—Louisiana

ND Beach Dunes. 6 bdrm house, eal lrg fam, many unusual features, pvt bch. $50,000. Bkr GE 2-7111.

CHARLES Teacher leaving town r summer wishes to rent 7 rm. home, beautifully landscaped in t area. Easily accessible to nearby ches. $660 incldg util from mid-e to Sept 1. TUrner 4-0722.

CHARLES & Glen Cove Area. ranch 5½ rms, 3 bdrms $18,000 older house 2 bdrm, gar $13,000 rm ranch for retirement $16,500 F FRINTZILAS, OR 1-0682, 5772

UST Val TRANFRD MUST SELL APR 7! REDUCED TO $28,500. drm, 2 bth Ranch, 1/3 ac, many as. OR 1-0526

UST VALLEY, 3 bedrooms, 2 ths, pine panelled den, finished ment, private beach rights, 1/3 many extras. $36,000 OR 6-2053.

UST VALLEY vic. Panoramic water w. 200 yds to priv bch. 5 yr old abler, 5 bdrms 3 bths, den. Sacri-Mid $30,s. Fanning. MA 1-9210.

CHARLES 2 family, beach

Homes—Ohio

MAM'K, 905-907 PALMER AVE Magnif 3½-rm gdn apt $130 SUPT ON PREM, OW 8-6156

MAMARONE 4¼ rms, new co-op $150.25 incl G & E $1,760 cash. Immediate occupancy PALMER TERRACE OWens 8-235

MONTA COZY SEASIDE COTTAGES FOR SALE OR RENT LOTS. NEWMAN, OR 5-7525

MONTCLAIR — 5 ROOSEVELT PLACE

3 & 5 ROOMS (2 baths, terr), fr $140

Exceptional large attractive layouts. Modern fireproof elevator building. Fine residential area. Garage on premises. SEE SUPT or call PI 6-1799

MT VERNO . Spanish Duplex, beamed living rm, fireplace; dining rm, 2 bdrms, ktchn, garage; opp park; conv New Haven RR, buses. Suit profl or small family. MO 8-5357.

MT VERNO

27 CLAREMONT AVE
5 ROOMS

Immediate occupancy, garage avail. Agent on premises.

MT VERNO 1½ ROOMS $82

Top area, elev; convenient transporta-tion. Pullman kitchen, dining foyer powder room. Supt, 42 Sheridan Ave

MT. VERNO —1½ rm garden apt. $7. 2½ rm garden apt $8. 3½ rm elevator apt $11. Office, 101 Ellwood Ave, MO 7-3417

Mt Verno —3½ Rooms, $115

Elev, ample closets; excel area; con-venient trans. Supt, 42 Sheridan Ave

Homes—Indiana

BARTHOLOMEW Attractive 4-rm apt 2d fl, fine conv location, for quiet fam. avail Apr 1, $125. MO 4-6970.

BARTHOLOMEW modern 5-rm apt Top floor, elevator. Lovely view. Walk to station. $155. MO 4-1386.

CARROLL 5 large rooms, sunporch modern kitchen, bathroom; pantry garage; good references. MO 4-1867.

BARTHOLOMEU 155 CRARY AVE. 4½ ROOMS, NEW BUILDING, CALL SUPT, MO 4-6787.

BARTHOLOMEW WEEQUAHIC PARK New Luxurious Air-Cond Bldg Excellent commutation & Shopping Agent always on prem. WAverly 3-6859

CARROLL Sub-lease spacious modern 3½ Rm Apt, opp park; elev, air-cond. NY bus at corner. $174 mo WA 3-3783

BARTHOLOMEU Pine Grove Manor Garden cooperative apts. Total in-vestments $400, 2-bedroom units $101.75, 3-bedroom units $122.10. CH 9-6450.

FLOYD-FOUNTAIN Wykagyl Golf View COUNTRY CLUB APTS 1255 NORTH AVE. One of Westchester's most lux-urious & Modern Bldgs. Large Terraces Gate House Immediately Adjacent Schools Shopping Bus 4½ & 5½ ROOM APTS See Supt Prem NE 3-9433

BARTHOLOMEU 167 Centre Ave MODERN ELEVATOR BUILDING 3½ $123 4½ $160 See superintendent basement N ROCHEL BEACH PRIVILEGES 2½ & 3½ rm apt. NE 6-3370

BARTHOLOMEU-Davenport Neck, lrg 3 bedrm apt $176 short sublease, optional renewal. NE 6-0742

BARTHOLOMEW—LOVELY 4½ RMS View of Sound Nr schools & beach $152 BE 5-2364

BARTHOLOMEU 4½ rooms, 2 baths, garage enclosed porch private beach $185. NE 6-4174; NE 2-2477

N ROCHEL Glen Island Manor. 3½, $125; 4½, 2 baths $150; gdn apts. 300 Pelham Rd, Glen Is App. NE 3-6168

TIPPECANOE 204 WOODCLIFF AVE NEW BLDG. FACES PK. AIR-COND 3½ rms, parking, $145. Call wkdys 4 PM-9 PM all day Sat-Sun. UN 9-0979

FLOYD-FOUNTAIN 605 NEWKIRK AVE Modern Garden Apt Development 4½, garden $111; 4½—$119. Immed Garages avail. Supt. UNion 6-2324

FLOYD-FOUNTAIN 301 79 St. 3 rm modern apt, elev, park view, $100 mo Leone UN 7-0061 or UN 9-0858.

FLOYD-FOUNTAIN 615 HUDSON BLVD 2 rm efficiency $85; 3½—$115. Modern elev. Immed. Agent. UNion 7-8383.

FOUNTAIN QUALITY & ECONOMY! DELIGHTFUL SUBURBAN LIVING at LOW, LOW COST! NEW LUXURIOUS AIR-CONDITIONED, ELEV APTS

OVERLOOK TERRACE

Fairview, Prospect & Maple Aves

3, 3½, 4, 4½, 5 Rms, fr $130

FREE GAS. FREE AIR-CONDITIONING FREE ON SITE PARKING!

IMMEDIATE OCCUPANCY

Spacious, off-foyer apts
Multitude of closets.
Deluxe Kitchens; Built-in ranges & wall ovens
Elegant Lobby
Beautiful, unobstructed views including L I Sound
Near fine schools, excellent shopp' lovely beaches, boat'g fishing major highways RR sta (33 air-cond trains daily)

Homes—Tennessee

LOADON

749 Scotland Rd, Orange

Luxury 4 to 5½ apts. 2 Baths deluxe appointed and immediately available PRIVATE SWIMMING POOL Central air conditioning, elevators; 15 cu ft refrigerators; GE dishwashers; electric ranges; wall ovens; private terraces; parking Schools, churches, stores all near-by adjacent Mountain Railroad Station South Orange, NJ Call OR 4-8029.

LEWIS-LOADON 5½ lge rms, new 2-fam $185. Business cpl, security, refs. 5 min G W Bridge WI 7-4179

LEWIS-LOADON 5½ lge rms, new 2-fam $185. Business cpl, security, refs. 5 min G W Bridge WI 7-4179

LEWIS-LOADON Country Club Garden 2-STORY LUXURY GARDEN BLDG Overlooking Pelham Country Club

3½ Rms w/Terrace, $137

4½ Rms Terrace, fr $162

NEAR ALL CONVENIENCES 920-C Pelhamdale Ave or PE 8-1907

LEWIS-LOADON 2½ large rooms, elev bldg overlooking golf course, fire-place, $100 including parking. PE 8-0874 up til 9 P M

LEWIS-LOADON 4784 Boston Post Rd. 2½-3½-4½ rms; excel layout; beaut location-parking facils. Supt PE 8-0070.

LEWIS. 17 5th Ave near station Mod elev bldg 3-3½ rms, $87.50-$115 Supt or PL 5-1370.

LEWIS-LOADON MANVILLE RD 3½-ROOM GARDEN APTS Private entrances in countrified setting convenient to schools, shopping & transportation See Supt ROgers 9-329

LEWIS-LOADON 4½ rm modern garden apt available May 1st, sublet Oct 31 9/1 $165 mo includes heat, hot water gas & garage. Call RO 9-1191 after PM or WI 1-6500 ext 246 during day

Homes—Pennsylvania

REDDING Two Houses $37,500 One a yr round modern Ranch with 3 or 4 bdrms. The other a delight-ful rustic house usable for a long summer season (can be winterized). Beautiful 3½ acres with wide view.

DAVID H. BATCHELDER

Wilton, POrter 2-3365

REDDING. Delightful secl summer hse Small—easy care. 4 wooded acres frplc, cathedral liv rm. $19,900 Wk-ends— WE 8-2880; NY wk eve MU 5-0140.

RIDGEFIELD. 3 newly decorated rooms, near busses shopping $120. garage optional utilities WH 5-8898

RIDGEWOOD 5-rm garden apts $185. April & later occ. Nr shops & trans. See supt, 286 Oak St, GI 4-9213.

ROSELLE, Garden Type Apts

"EXCLUSIVE BUT NOT EXPENSIVE"

3 RMS $96; 3½ RMS $102

2 Bdrm Apts 4-$112; 4½ $125

GARAGE, $8

IMMEDIATE & FUTURE OCCUPANCY

BUS DIRECT TO NYC (25 MIN STOPS AT DOOR) SHOPPING 100 YARDS AWAY 400 ACRE PARK WITH LAKE ADJOINING.

Warrinanco Village Apts

ST GEORGE AV adj Warrinanco Pk. See Supt Apt 6C or Assistant Supt 34A Chestnut 5-1910—Chestnut 1-1688

ROWAYTON Area. New England salt box on woooded lot. 3 double bedrms. 1½ bths. 15x22 liv rm. fireplace, built-in cupboards & bookcases. Radiant heat, 2-car garage, nr schools. Beach privileges. Asking $30,800. VO 6-1796

ROWAYTON, for less than $20,000 Cape Cod, rolling partly wooded 1/2 ac, beach privlg. Owner NY: GR 7-9170 ext 830, wkdays. Norwalk: PO 6-3704

ROWAYTON. Colonial 3 bedrms, 1½ baths, 2-car gar $35,000 DOUGLAS BORA Agcy. TE 8-5518

CRAWFORD 5 bdrms or more. Over-looks inlet. Rental-purchase. HI $30's PITT NYC, MU 8-2355. Stmfd DA 2-1688

CRAWFORD (Fairfield Woods) 1 bdrm 1 acre pvt beach shopping schls Railroad 6 min $35,940 FI 8-4115

CRAWFORD Free Real Estate Map Includes house photos-Harry Bennett Assoc High Ridge Rd. Davis 2-1684.

R E-GREENWICH VICINITY

NEW TERRACE APTS

BEAUTIFUL, SPACIOUS GROUNDS 3½ RMS FROM $140 JR 4 RMS FROM $150 5 RMS, 2 BATHS FROM $180 6 BEAUTIFUL ROOMS $225 Hollywood kitchens dishwasher built in ovens, gar space avail. Immed occ

LONGVIEW TERRACE

315-325 King St Port Chester Shops—Schools—RR within 3 blocks Supt on premises. WE 9-7533

R/E. 1½ & 3½, $175 & $140 1ST FLR, MODERN, AIR COND EXCELLENT LOCATION. WO 7-3239

Homes—Kentucky

ADAIR Modern, 4½ rms, 2 bths terrace, garage. Near station, shop-ping WO 7-0947

ADAIR rm gdn apt, grd flr, excel loc, prof or residential Avail July 1 See Supt 181 Purchase St. WO 7-458

MONTGOMERY

30 YR FHA MORTGAGE

3 bdrms, fpl, tile bath, gar, nr schls Full price $16,600, Prin only. FUlton 1-3077.

RAHWAY—Owner selling 6 rm Ranch 3 yrs old, many extras. Asking $21,900 Good com'ting. Call after 5. FU 1-5592

MONTGOMERY 27 PARK LANE, FAIR HAVEN, 8-yr corner ranch; 3 bdrms; TV rm; dine rm; full cel-lar; 2 firpls; patio. Splendid condi-tion. 100x115, beaut lawn, shrubs, trees: oak, pine, dogwood, holly; near river, ocean. Attractive price. Action wanted! Owner: Demlinger, SHadyside 7-0554.

MONTGOMERY RUMSON FARMS ESTATES RIVERFRONT ELLEN HAZZLTON RUMSON 1-2005

Homes—West Virginia

BARBOUR charm of this gracious Colonial with wide Center Hall Large living & dining rooms, both with fireplaces, den with built-in book-selves, pantry, kitchen & lavatory on 1st flr. Upstairs a master bedroom with dressing room & bath, 4 other bedrooms & bath 3rd flr has nice bedroom, bath & storage. 3 car gar-age. Excellent location Offered at $44,000.

16 Oak St. Ridgewood, OLiver 2-5400

BARBOUR VIC. SADDLE RIVER

GEORGIAN COLONIAL

With wide center hall, spacious liv-ing room, fireplace, full dining room kitchen, family room with a fireplace and all the latest built-ins, SIX love-ly bedrooms, 3 tile baths, full base-ment, 2 car attached garage. Extras include wall-to-wall carpet, intercom-washer & dryer, dishwasher, refrigera-tor-freezer, wall oven, etc, $65,000 STOP AT THE PINK BRICK RANCH 2nd traffic light west of Route #17

MULTIPLE LISTINGS
906 E. Ridgewood Avenue
OLIVER 2-0883 Open Sundays

MARICOPA

Early American farmhouse, completely modernized. 1st flr den or 4th bedrm, full dining rm, modern kitchen, spa-cious living rm, 3 bedrooms & new tile bath on 2d. Full basement, Garage. Lots of charm here for only $20,500.

Picture Book Cape Cod. Immaculate condition. Fireplace, porch, 4 bedrooms, 2 baths, rec rm. Garage. Completely Landscaped. Offered at owner's actual cost of $33,000.

Many Others from $16,900 Up

10 So. Maple Ave. Ridgewood GI 5-8077

MARICOPA & VIC.
WE SPECIALIZE IN FINDING HOMES FOR OUT OF TOWN BUYERS LIBERAL FINANCING AVAILABLE

Homes—Mississippi

PONTOTOC OUT-OF-TOWNERS OVER 500 MULTIPLE LISTINGS SITHENS REAL ESTATE GI 5-9000 158 Franklin Ave., Ridgewood OPEN SUNDAYS AND EVENINGS

Ridgewood. Clse bus-train

Gd school—4 bdrm—1½ bth—fam rm—att gar. $24,800. Owner Gilbert 5-9712

PONTOTOC "House-O-Rama" selec-tions. Save time-effort. Schultz & Trovato 81 No Maple Ave. OL 2-2660

PONTOTOC Col, 3 bdrms, den, 1½ baths, laun rm, por, gar. $26,900 Gilsenan & Co. GIlbert 5-1600

PONTOTOC vic. 1737 center hall Dutch col. 4-acre. 3 firepl; "in-law" wing. Must see! Jud Corbin GI 5-7226

PONTOTOC 6-bedrm col home. 3 bths, den, rec rm, 2-car att gar. In the 50's. Shutts-Shutts, OL 2-3510.

PONTOTOC 4 bedrms, 1½ bths, rec rm, dishwash, refrig. air-cond. $2,000 down. $19,990. OLiver 2-4411.

PONTOTOC vic. 4½ acre estate. Lake. Span Ranch. 4 bedrms. $75,500 Wm R Wilson Rltr TW 1-2110

Homes—Connecticut

SHORT HILLS House beautiful! Over acre, beautifully shrubbed; custom modified ranch. Geo. Allsopp DRexel 6-2266

SO. MIDDLESEX —2 bdrm Cape Cod with gas heat and garage, GI mort-gage, lot 50x100. Phone PL 5-4680. (NJ).

SOUTH RIVER. Located in Middlesex County, attract 7-room Colonial, large livrm with granite fireplce, dining rm, sun parlor, 3 bdrs, 2-car garage, 80x100 lot. $19,900. mtge assumed; only $2,900 Near NY express buses. CL 7-1870.

SPRING LAKE 8 yr old home consist-ing of 4 bedrms, 2 baths, living rm, dining rm, kitchen, hot water heat, 1 block to beach. Owner says sell at $22,000. Immediate Occupancy. We have key. LONGSTREET AGENCY of Spring Lake 312 Morris Ave. GIbson 9-5400

SPRING LAKE. Only brand new 3 bed-room Split, storms & screens. $26,500. Principals. GIbson 9-8895.

STAMFORD—RELOCATED OWNER Must sell 1-yr-old charming Ranch in No Stamford area with gracious living for a commuting executive. On 1.7 acres with stream-fed natural swim-ming pool and in immaculate condi-tion. Ent hall, liv rm w/fpl, dining rm, panel brkfst rm, kit w/appls, 4 bdrms, 2 bths, panl family rm. Lndry 2-car gar. A fine buy at $46,500.

BOB MEEK

FAIRFIELD COUNTY PROP
Bedford & 4 St DA 5-4197

STAMFORD

BUILDER'S SACRIFICE

Colonial Ranch on over 2 acres. Easy commuting. Porch entrance, flagstone foyer 40' living rm, firepl, dining rm panld den, equipped kitch, brkfst rm, 4 bdrms 3 baths, playrm, frpl, basemt, attic, 2-car gar. Askg $63,900

KENNETH IVES & CO.

961 High Ridge Rd. DA 2-3441
14 E 55 St, NYC MU 8-1900

STRATFORD. Pre-Revolutionary home in Putney. Center hall Colonial with 4 bedrooms on second floor, 1 on third 2 living rooms, dining room, newly re-modeled kitchen with dishwasher. First floor utility room, basement playroom 2 baths, 11 closets, 5 fireplaces, screened porch. Acre lot, large swimming pool

Owner transferred — $34,900. Two minutes to Merritt Parkway and ten minutes to Connecticut Thruway. Contact TFX 5187 Times.

STAMFORD HILLS — On nearly 4 acres high open land of fields & orchard surrounded by big old maples 150 yr old remodeled farmhouse. Liv-ing rm, dining rm, both with fire-places, den, 4 bedrms, 2 baths. Big barn, little playhouse. Owner Trans-ferred. $52,000

EXCLUSIVELY SHOWN BY ULLA POSNANSKY
Long Ridge at Erskine DA 2-269

STAMFORD Ridges An immaculate 3 bedroom 2 bath split in young neighborhood. Liv rm w/fpl, din rm, kitch, 1/3 landscaped acre. Won't last at $26,900
JANE CYPRES DA 2-1675
996 High Ridge Rd. open Sun

STAMFORD. A loss Partnership dis-solving, sell at loss Saw Mill Rd. Co-lonial, 2 acres, lake 3300 sq ft living area, landscaped, reduced from $55,000 to $48,200. This won't last long. 1st listing. NE 7-2041, DA 4-9366.

STAMFORD. Beautiful one acre house sites $7,500 to $8,500. Also available rm ranch, $37,000. Merritt Pkwy, Den Rd exit follow signs Barclay Estates DA 5-1055

STAMFD. Ranch 1+ acre, lib—rec rm with firepl, 3 bdrms, 2 baths, $48,500. Geo. Castles DA 2-1601.

STAMFORD. Distinctive home, 3 bed-rms, 3 baths, swim pool $55,000 JACK McLAUGHLIN, DA 2-1651

STAMFD. Desirable split lev. Game rm, fplcs, 3 bdrms, 2 bths, $29,000. CABLE Rlty. FI 8-4247.

MIDDLESEX Ridgecroft Apts. View of natural beauty, conven to everything. 3½ rms $120 mo. ME 1-1791.

MIDDLESEX vic. 3½ & 4½ rms from $130. Swimming pool Cedar Hill gar-dens. 35 So Bway Irvington. LY 1-8400

Homes—Virginia

BOTETOURT Englewood. On Trafalgar St. 9 rm, brk & stone, 4 bdrms, 3 bths 2 lav, fam rm, scrnd por, rec rm, 2 car gar, lge prop. $69,900 Owner TEaneck 6-5372.

BOTETOURT '900. 4 bdrm Cape Cod att garage, brick screened porch, semi finished recreation rm, $15,000. 5¼% mtg may be assumed. TE 3-0316

BUTLER . $24,990, 7-rm split 8 yrs 3 bdrms, finished rec rm, expan attic patios oversized gar, 65x150 plot 4% GI mtg, extras, nr everything TE 6-1651

BOTETOURT split level Tudor. W. Eng. Whittier 4 bdrms, 2½ baths, fir bsmt, heated attic, 2 car gar, many extras. $39,900. Princ only. TE 7-7734

BUTLER

ROARING 20'S

Colonial—3 bedrooms, 1½ baths, living room, big dining room, large kitchen, 2 car garage $22,500
Ranch—8 year old, living room-din-ing room combination with fireplace, modern kitchen, 3 bedrooms, tile bath attached garage lovely location $23,500
Colonial—Stone and frame, excellent transportation and school area, foyer entrance, large living room with fire-place, family size dining room, paneled den, farm kitchen with dining area 3 bedrooms, finished paneled recreation room, patio and garage $24,900
Colonial—Brick and frame, 9 years young, living room with fireplace, din-ing room, bright kitchen, 1½ baths attached garage, beautiful grounds. $25,900
Colonial—Mellow and roomy, music room, living room dining room, mod-ern kitchen, 5 bedrooms, 2 new tile baths, excellent location $27,800

SMITH-DAVIS, Inc.

53 County Rd, Tenafly LOwell 7-1166

BUTLER Young 3-bdrm, 1½-bth cu Colonial; firpl; beaut. area. $25,900. Frank Dupignac, LO 7-4300

BUTLER Superb Dutch Colonial; Old Smith section; wooded knoll, brook; $55,000. Garrett Felter, LOwell 8-2442

TENAFL ¾ acre; 1st flr master bdrm & bath, 20x28 family rm, $55,000. James E Hanson & Co. TE 7-3800.

TENAFL Sparkling Dutch Col; 3 lge bdrms; den; firepl; $22,900. Beck Realty, LO 7-5550; 7-1313.

TENAFL E Hill—4 bdrm 3 bth Cape immed occupy—w/w; frpl; rec rm; Prestige! $43,900 Jack Smith LO 7-0089

TENAFL E. Hill Beautiful ¾ acre plots, Models on display K & L Cus-om Homes DU 5-6038; PO 8-5930

TOTOWA BORO.

6½ rms, 1-fam, ultra mod in every respect, Holly kitchen, col tile deluxe bath, lge liv rm w/picture window, w-w carpet, dining rm w/lge wall mirrored unit & bar, fin bsmt playrm, 2 off-street garage, 2 air conditioners, recess radiation. Ask $24,900. "Exclus"

Homes—Alabama

Union. Rnch, 3 bdrm, 1½ bths

firepic, large finished rm upstairs; suit-able professional or priv; principl only; Asking $30,000. Murdock 6-0384.

MONTGOMERY LARGE HOME! IDEAL LOCATION FOR PROFES-SIONAL USE. MURDOCK 6-7550.

CHEROKEE 10 min Times Sq. 3 rms, all improvements, elevator. Excell loc Supt Union 4-7274.

CHEROKEE , 10 mins Times Sq; 3½-4½ rms full hskpg; all impvts; $30-

Homes—Vermont

VINELAND—6 rms, tile bth on 175 x 160 corner, paved sts, plenty trees PLUS 4 place garage w/lav. & sink EASILY CONVERTED TO DR'S OFC 1 blk hosp. Many extras. $30,000. For details: Mrs. M Belfi, State & Chest-nut Ave, Vineland.

WAKEFIELD, brk det 2 fam 1-6, 1-7, full bsmt, 1 fare zone economical living. $24,500. Cash $6,000, terms. JEROME Reservoir vic, brk det, corner, 1-6, 1-9 extra lge rms, full bsmt, oil, 2 car det gar. Exc oppty profes-sional use, $50,000, terms. PELHA PARKWAY NORTH, brk det, 7 rms, (4 bdrms), full bsmt, patio, 2 car det gar. Asking $22,500.

MANY OTHERS OPEN TODAY

Colonial—3 bedrooms, 1½ baths, living room, big dining room, large kitchen 2 car garage $22,500
Ranch—8 year old, living room-din-ing room combination with fireplace, modern kitchen, 3 bedrooms, tile bath attached garage lovely location $23,500
Colonial—Stone and frame, excellent transportation and school area, foyer entrance, large living room with fire-place, family size dining room, paneled den, farm kitchen with dining area 3 bedrooms, finished paneled recreation room, patio and garage $24,900
Colonial—Brick and frame, 9 years young, living room with fireplace, din-ing room, bright kitchen, 1½ baths attached garage, beautiful grounds. $25,900
Colonial—Mellow and roomy, music room, living room dining room, mod-ern kitchen, 5 bedrooms, 2 new tile baths, excellent location $27,800

352 E. 23 ST KI 7-8704

WAKEFIELD 2 fam brick 6 & 7 rms, plot 33x177. Price $29,000 KIEFHABER OL 2-8001

WARREN ST. 42, 25x100 store, bsmt (3) lofts 15,000', nr sub, rent all-part. Brokers prot. P. Hirth OX 7-6209.

WASHINGTON 2 fam brick, 12 rms, 2½ baths, parquet flrs, oil, nr transp. Asking $18,900 MA 2-4347

Homes—New York

CANARSIE

WE HAVE A CHOICE SELECTION OF ALMOST NEW 1 & 2-FAMILY Bungalows Duplexes & Split Levels EXISTING VA & FHA MTGES. OTHER RESALES ALSO AVAIL. TOP DOLLAR VALUES OPEN EVERY DAY TERRY R'LTY 9105 AV. L CL 1-1200

BAY RIDGE 83 St. detached 1 family 8 spacious rooms, 2½ baths, large livingroom with open fireplace, powder room first floor, cheerful kitchen. In-spect today and make offer

EXCLUSIVE LISTING!

3/4 MILLION MORE HOMES

A CHOICE INVESTMENT

This season the average nighttime program on the CBS Television Network delivers 785,000 more U.S. homes than the second net-work, 996,000 more homes than the third. This makes the seventh straight year that our advertisers are winning the biggest na-tionwide audiences in television. As appraised from A. C. Nielsen Reports 1 October 1960-1 March 1961, 6 to 11 pm, AA basis.

BEST LOCATION

CBS TELEVISION NETWORK

OUTSTANDING VIEW

BKLYN HEIGHTS. 4 story bldg. with four 6 rms-bath apts., garden, oil heat Ideal lge family. Only $10,000 cash req. Owner call eves. MA 4-2419

BKLYN HGHTS. Cobble Hill. Charming 2-family, $22,000. 4 family, excel cond, $30,000. 1/3 cash. Evelyn Brown, Bkr. JA 2-4624.

Homes—Georgia

WESTPORT BLUEWATER HILL

Contemporary ranch house, private bch rm. Large glass louvered porch, shade trees. $40,000. Owner CApitol 7-6726

BLECKLEY Dutch Colonial $22,500. Perfect cond, central loc. 7 rms, 3 bdrms, brick fireplace, full din rm, lge kitch with pantry, 3-car gar, split rail fence. CApital 7-8224.

BLECKLEY-WESTON-NORWALK 3-4 bedrm homes. Priced from $34,500 H. S DOLAN CA 7-8043

BLECKLEY 5 bedrooms, 2½ baths, $34,500 Fairfield Land & Title CL 6-0450

W BLECKLEY Large, sunny, attract pvt bath, 2 closets, kitch priv, bus woman, UN 4-6914 Sun, wkdays eves.

W BLECKLEY 680—Extra-lge rm & bath for busn or prof lady with prof family. Ktch pvlgs, $20 wk. AC 2-4255.

Homes—New Hampshire

WEST CARROLL—new split level, idea. community, 9 rms, 4 bdrms, recrea-tion room, fireplace, 2-car garage, den 2½ baths, on dead-end street, $35,000 Call for appointment, days RE 6-1790 evenings, RE 1-3579, or inquire 9 Lin-den Ct, West Orange.

WEST CARROLL lge custom built ranch Panoramic view of skyline, 7 large rms, jalousied porch, 4-car gar, wall/wall carpet, full drapes, ice water in tap, extras, leaving state, $50,000 value for $45,500. RE 1-5454

WEST ORANGE—Gregory section, three bedroom home carpeted, modernized air-conditioned plus many extras. 6-10 evenings. Call REdwood 1-6137.

WILTON NORWALK

$25,500-Contemporary built-in Hi Fi Excellent schools-3 bedrooms
$29,500-Contemporary-beautiful wood-land-4 bedrooms-3 baths
$32,500-Contemp-attrac landsc acre playrm-2 f/plcs-3 bdrms-2 B

JAMES E. GREENBERG

544 Riverside Av Westport CA 7-1002

WILTON. Col ranch, 4 yrs old, 2 acres 4 bdrms, liv rm, din rm, 2 bths porch, compl air cond. 5 min to RR 2 car garage. $40,000 Owner, Porter 2-3430.

Homes—Massachusetts

WILTON CNTRY privacy, splendor, small lot development prices. 3 bdrm ranch, ac, + Bldr, PO 2-3688

WILTON, River & falls-1 story, 7 rms 3 baths, 2 acs $49,500 SHORELINE REAL ESTATE. PO 2-5548

WHITE ST. 51, nr Canal St, 4,000 sq ft store—2 bsmnts. Air cond. Hi ceil. Hvy load, etc. Price $12,000. BO 9-8880.

WHITE MEADOW LAKE, 3 bedroom furnished ranch house. Oil heat. April May, June, $125 mo. 23 Miami Trail Call UNion 9-0056.

WHITE MEADOW LK. $9,250. Beaut. 2-bdrm home overlookg lake. Herbert Schwartz Br.WO 2-3454. OA 7-2500(NJ)

HAMPSHIRE Lake 6 rm brk & stone ranch, fully landsc 1½ ac, lge equipped swim pool, barbecue. Pvt rd. 3 lge bdrms, 2 bths, lge liv rm, fpl, cen hall, lge din rm, mod kit, dishwshr & refrig, lge fin recr rm w/bar and fpl Laun rm equipped; 2-car garage, paved driveway. Conv location $50,000 $24,000 mtge. PA 6-3752, NJ

WOODCLIFF LAKE. Custom brick stone ranch; 24' kitchen, half-acre $47,800. Thomas Bustard, NOrth 4-7600

Homes—New Jersey

VILL GREEN Detach

95 NORTH BROADWAY

Beautiful garden apts in elegant Geor-gian setting: 3½ & 4½ rms from $135; free outdoor parking; near schools. Shopping & all transp. Supt WH 8-5116

ESSEX-HUDSON 325 MAIN ST LUXURY ELEVATOR BLDG

Huge 5½ (3 Bedrms)

2 BATHS, TERRACE, DISHWASHER ALSO 4 ROOMS
Convenient to shopping & schools. Immed occup. Supt or WH 6-0395

ESSEX-HUDSON 111 NORTH BWAY Beautifully landscaped garden apt. 4 RMS (1 BATH), $155-$160 5 RMS (2 BEDRMS), $175 Excel location. EN 2-8900. WH 9-3811

Homes—Maryland

PRINCE GEORGE Beautifully landscaped garden apts 3 rms. $118, 4½ rms, $150. WH 8-5908.

WHITE PLAIN, PARK SITE APTS 2 Westchester Av at circle. Modern ual elev. bldg. 3½, 4½. Agent on prem.

WHITE PLAINS

THE WESTBROOK

Modern Elevator Apartments Short Walk to Schools & Shops Doorman Service
JR 3 ROOMS $125
3½ RMS (2 Baths) $170
5½ RMS (3 Baths) $195
10 Franklin Ave. See Supt. RO 1-2473

WHITE PLAIN

44 NORTH BROADWAY

STORY MODERN ELEVATOR APTS CENTRALLY LOCATED
4½ Rms from $172
Supt or phone RO 1-0546

WHITE PLAIN VILL GREEN

95 NORTH BROADWAY

Beautiful garden apts in elegant Geor-gian setting: 3½ & 4½ rms from $135; free outdoor parking; near schools. Shopping & all transp. Supt WH 8-5116

WHITE PLAIN 325 MAIN ST LUXURY ELEVATOR BLDG

Huge 5½ (3 Bedrms)

2 BATHS, TERRACE, DISHWASHER ALSO 4 ROOMS
Convenient to shopping & schools. Immed occup. Supt or WH 6-0395

WHITE PLAIN 111 NORTH BWAY Beautifully landscaped garden apt. 4 RMS (1 BATH), $155-$160 5 RMS (2 BEDRMS), $175 Excel location. EN 2-8900. WH 9-3811

Homes—South Carolina

CHESTERFIELD Beautifully landscaped garden apts 3 rms. $118, 4½ rms, $150. WH 8-5908.

CHESTERFIELD PARK SITE APTS 2 Westchester Av at circle. Modern ual elev. bldg. 3½, 4½. Agent on prem

CHESTERFIELD 1 REMSEN ROAD New Garden Elevator Bldg DELUXE 3 BEDROOM APT Terrace, 2 bths. Immed occup. SPECIAL TERMS
YO 1-5599 YO 8-477

SPARTAN 3 rooms, overlooking Hud-son, new building, free gas, swim-ming pool & parking. $125. Excellent transportation. Immediate occupancy 350 Warburton Ave. See supt or GI 3-3123.

CHESTERFIELD 3 VALENTINE LANE New elev bldg, convenient to every-thing. Large 3½ rms. Immed occup. SPECIAL TERMS
YO 8-6095 YO 8-477

SPARTAN 1 Remsen Rd. New Garden elevator bldg. True suburban living 2½, 3½, 4½, 6 large rooms. SPECIAL TERMS
WO 1-5599 YO 8-477

SPARTAN—678 WARBURTON AVE 2 studio, $94; 3½, $128; 4, terr, $15- incl gas, pkg, swim pl. Supt, GR 6-022

SPARTAN vic Lincoln Park. Modern bedrm apt, 2-fam house, 1½ bath gar, garden. Conveniently located. Un-furn, $195; furn $245. YO 3-4761.

CHESTERFIELD 2-fam, two 5-rm apts 2 bths ea, garages, for rent $180, vic Cross County Shopping Ctr, nr tran MO 8-7649.

SPARTAN 200 VALENTINE LANE New elev bldg, convenient to every-thing. Large 2 rooms. Special terms YO 5-6156 YO 8-477

SPARTAN Gr vstone area, 5 ext large rooms, excellent location, new bldg, 1st floor corner, 30 min GC convenient schools, shopping. YO 8-72

SPARTAN 560 TUCKAHOE RO GRASSY SPRAIN GARDEN APTS Modern, beautiful 3½ large rms, $1 Garage available. SP 9-2998

CHESTERFIELD River Road. Lux-urious 4 rm apt fully air cond Imm-occup KI 3-4484.

SPARTAN, 6 lge rms, 2 baths, 2 fa hse. Nr Cross Co Center, $200. Ap

Homes—Maine

HANCOCK 480 RIVERDALE

Valentine Manor

NEW LUXURY BLDG

CHOICE APARTMENT FREE G

2½, 3½, 4½ & 5½ RM

SUPT ON PREMISES

HANCOCK NEXT TO PUBLIC S "RIVER EDGE APTS"

615 WARBURTON AVE

OVERLOOKING HUDSON RIVE Free swimming pool; outside park 3-3½ & 4 rms; new elev bldg, air cond; see supt on prem, GR 6-4085

HANCOCK 1 REMSEN R New Garden Elevator Bldg DELUXE 3 BEDROOM APT Terrace, 2 bths. Immed occup. SPECIAL TERMS
VO 1-5599 YO 8-

HANCOCK 3 rooms, overlooking H son, new building, free gas, s ming pool & parking. $125. Exce transportation. Immediate occupa 350 Warburton Ave. See supt or 3-3123.

HANCOCK 123 VALENTINE L New elev bldg, convenient to ev thing. Large 3½ rms. Immed oc SPECIAL TERMS
YO 8-6095 YO 8-

HANCOCK 1 Remsen Rd. New Ga elevator bldg. True suburban li 2½, 3½, 4½, 6 large rooms. SPECIAL TERMS
WO 1-5599 YO 8-

HANCOCK—678 WARBURTON A 2 studio, $94; 3½, $128; 4, terr, $ incl gas, pkg, swim pl. Supt, GR 6-

HANCOCK vic Lincoln Park. Mode bedrm apt, 2-fam house, 1½ b gar, garden. Conveniently located. furn $195; furn $245. YO 3-4761.

HANCOCK New 2-fam, two 5-rm 2 bths ea, garages, for rent $180, Cross County Shopping Ctr, nr tr MO 8-7649.

Homes—Rhode Island

NEWPORT Gr vstone area, 5 e large rooms, excellent location, bldg. 1st floor corner, 30 min convenient schools, shopping. YO 8-7

NEWPORT 560 TUCKAHO R GRASSY SPRAIN GARDEN AP Modern, beautiful 3½ large rms, Garage available. SP 9-2998

NEWPORT River Road. L urious 4 rm apt fully air cond Im occup KI 3-4484.

NEWPORT 6 lge rms, 2 baths, 2 hse. Nr Cross Co Center, $200. A occ. 152 Florence St. BE 7-4940.

NEWPORT

3½ room: for rent, Inquire Supt. Bronx River Road.

NEWPORT Garden apt, 3½ ro $114.20, near shops, RR station, parking 361 arkview Ave SP 9-6

Homes—Delaware

NEW CASTLE—NEW DELUXE 8-STORY ELEVATOR APTS

center-hall Ranch, newly decor new wall-to-wall carpeting, all util many extras. 60x100. Beautifully l scaped. Large patio, enclosed po Walk to school, shops & bus. F
3½ ROOMS
(2 BEDROOMS)
1½ (1½ Baths)
4½ (2 BATHS-TERRACE)
5½ (3 BEDROOMS-TERRACE)

OVERLOOKING TIBBETTS PAR coastal waterway; own dock; screen porch/terrace; 2 master bd (each has custom closet wall); 2 bat dresing area; all-elec. kitchen, bu ns; big living-dining areas; swimm pool. 2 blocks to ocean. Decora furn'd, air-cond. co-op apt; for $25,000 incl. carpetg, curtains. Ot furnish'g avail. Call New

FREE PARKING

Ultra-modern kitchens, Birchwo cabinets Private terraces Rec reation area Air Conditioning DIRECTIONS: BY CAR — Bron River Pkwy to Cross County Pkwy west on Cross County to last ex (before toll charge) Rumsey Rd Left turn on Rumsey Rd to bld BY BUS—Getty Sq. Yonk bus Rumsey Rd. *Optiona

Homes—North Carolina

CATAWBA

The Carleton House in Larchmo picturesque Washington Square. 35 minutes from mid-Manhattan. near golf clubs, yacht clubs, all c veniences. All apartments have priv terraces off living or dining room spacious room layouts off large foy DISTINCTIVE LOBBY AND TRANCE . DELUXE REFRIGERATO FREEZER . ULTRA-MODERN KITC ENS WITH FORMICA WORK TO WALK-IN CLOSETS . GLASS CLOSED STALL SHOWERS . ALU NUM WINDOW SCREENS . COLOR TILE BATHROOMS AIR CON TIONING & TV OUTLETS . FR GAS FIREPROOF CONCRETE CO STRUCTION.

NOW RENTING
FOR IMMEDIATE OCCUPANCY
1 BEDROOM APARTMENTS FRO

$215

per month

Also 3 Bedrooms—$350 per month Car directions: New England Thruw to Larchmont Exit (#9) strai (north) to Chatsworth Ave. Ri (east) on Chatsworth 2 blocks Washington Square. Right ½ block apartments. Or, Boston Post Rd. (#1) to Chatsworth Ave. in Larchmo Left on Chatsworth, 2 blocks past tracks to Washington Square and ½ block to apartments. Renting office on premises—open da and Sunday
TEnnyson 4-8279
OR

Brown, Harris, Stevens, In

Managing Agent
14 East 7th St. OXford 7-8

SPLIT-LEVELS

Sell-Leaving For West Coast. Cen hall spacious Ranch District 3 bedrms, plus den & 4th bdrm, 3 bt 1200 sq ft playroom finished in bs large patio, outdoor covered por beautifully decorated, wood paneli landscaped, redwood fence, beam ceiling, dramatically dropped living with full wall fireplace, separate f mal dining rm, very large eat kitchen includes washer, dryer, dis washer, refrig, 11 ft freezer, Pr $26,000 with low cost 4½% GI mt monthly charges $140 includes taxes, or bank has appraised & co mitted to new mtge with $4,000 do payment. Myrtle 2-8362

CATAWBA 12 STORY ELEV AP Tudor; magnificent gardens for co plete privacy, 4 master bdrms + mai rm, 3½ bths, mahog library, oak d large modern kitchen, paneled rec w/fireplc & bar Low 50's. HU 7-22

CATAWBA NEW DELUXE $29, Fieldstone brick & frame colonial liv'g rm w fpl, formal din'g rm, eat in modern kitchen, 3 large bedrooms 1½ bath, garage, 65x100 landscape plot lovely sec GODRIDGE. HU 2-11

CATAWBA area! Distinctive 2-st English res. Perfect cond. Slate ro all rms king size. Den, new kitch, pw rm on 1st fl, 4 bdrms, 2½ bths on 2n 125 ft plot. Low taxes! 4½% mt Asking $29,500. Simon. HU 2-7575.

Homes—Florida

BRADFORD $29,

2 blks to everything. Lovely, recent altered corner bldg. Cent hall, 2 pr

The Editorial Viewpoint . . .

No Rush to Reeves, Please

A couple of years ago we suggested that the late Col. Elliott White Springs of Springmaid sheets wrote very funny copy sometimes and we hoped no one would try to imitate it—that second-hand Springs would be bad for the business.

We would now like to make the same point with Rosser Reeves' "Reality in Advertising." It's quite a book. It works for Bates clients and for the Bates agency. But if all the agencies in America were to flock to the U.S.P.-penetration standard, we'd need fast-*fast*-FAST relief. The air would be hideous with the echoing claim and the diagrammatic complaint, and the poor audience would be cowering before the most tasteless and strident barrage of commercials in history.

We don't think this will happen. Most advertisers and agencies recognize that there is no single road to commercial success, and the diversity of those roads, and the ingenuity which marks their exploration, have been one of the pleasant phases of postwar advertising. We would hate to think that anyone would take a quick reading of "Reality" and go to work on the public with a baseball bat. This would be foolish, fruitless, and fraught with danger to the advertising business.

Nevertheless, we are glad the book was written, and—despite some people's concern—glad that it is being given so much general publicity. Undoubtedly, it will provide some fuel for the flames of those who dislike and deplore advertising. But at the same time, it will serve as a dousing in cold water for those (and there are too many of them) who think the primary function of advertising is to amuse and entertain, rather than to sell.

Whether you agree with Mr. Reeves or find his conclusions nauseous, it can be assumed that he is discussing something very close to the heart of the cash register.

Let 'em Drink Their Beer

We believe the television code review board of the National Assn. of Broadcasters has done a wonderful job, on the whole. We have commended the board for its efforts and its activities a number of times, and no doubt shall do so again.

But the news that stations are being warned to live up to code restrictions against the actual drinking of beer or wine in tv commercials makes us unhappy. The restriction is silly, and ought to be removed.

The idea that most of the time in a beer commercial on television is to be spent in the pouring of beer, but none of it is to be spent in the drinking of this same brew, seems to us as ridiculous as the Department of Agriculture edict which requires margarine manufacturers to talk about "the higher priced spread" when they mean butter.

Anyone who is mature enough to watch a beer commercial of any kind is mature enough to watch it being ingested. If you can drink Coke or tea or coffee, or eat spaghetti or chicken chow mein on tv, you can drink beer or sip wine.

Let's let them do it.

That Congenial Account Exec

We're pleased to see someone speaking up for account executives who exhibit a mite of marketing sense and a degree of independent judgment, rather than merely being pleasant golfing and drinking companions for their clients.

Jack Dow, who runs an agricultural advertising agency in Omaha, laid down a line we're perfectly willing to latch onto with regard to the "nice guy" account executive who is not a creative or marketing man, but merely a personality boy.

As Mr. Dow explained the story of "happy Harry," almost every day he took layouts and presentations to his congenial client. And "because Harry wasn't an adman, but just a pleasant guy, he really didn't understand what the agency creative people were trying to do in the client's campaign and agreed wholeheartedly with every minor criticism of the client. Finally Harry and the client decided the agency 'just didn't have it,' and the client asked Harry to help pick a new agency. Of course Harry moved to the new agency with the client."

Exaggerated? Of course. But sadly, a very close approximation of too many client-agency situations.

Lorillard 'Reaches' in TV

Sponsor identification and the theory of the grateful listener who buys the sponsor's product in appreciation of the entertainment were given fairly rough treatment by Harold F. Temple, president of P. Lorillard Co., at the company's annual meeting.

Lorillard is moving away from this concept and toward "the new theory of reach," under which the sponsor attempts to reach the largest possible listening audience, without regard to program identification, he indicated to stockholders.

In practice, this means more participations on shows, particularly on hour shows, and less emphasis on shows which can be identified as Lorillard vehicles.

Gladys the beautiful receptionist

—Annette Lawrence, Newark Star-Ledger, Newark, N. J.

"I don't trust that new account man. He looks as if the 70¢ spread wouldn't melt in his mouth."

What They're Saying . . .

Behind the Scenes

Chicago adman Les Weinrott, "unmasked" as one of the brains behind the "rigged" commercials involving former President Eisenhower in the 1952 campaign, never made any secret of his participation. Weinrott is an old hand at political commercials, dating back to the days when he assisted the late Mayor Edward Kelly in similar commercials on radio . . . The 1952 Ike-tv commercials actually were "composites"—Mr. Eisenhower answered questions (prepared by another adman, Rosser Reeves) in a studio. The so-called average persons who asked the question were filmed at another time and never saw Mr. Eisenhower, though the commercial gave the impression all were together in one room.

Weinrott has the distinction of being one of the few persons, in those days, of "ordering" Mr. Eisenhower around. Ike wore a brown suit for one session; returned for another wearing a blue suit. Weinrott told Ike he'd have to go home and change . . . And Weinrott confides that Mr. Eisenhower read all the answers to the prepared questions, answers like ("Yes, I was discussing that very problem with Mamie last night, etc."), from a cue card . . .

—From Irv Kupcinet's column in the Chicago Sun-Times.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

An ad for a sales promotion writer says, "Salary open for discussion."

That provides the perfect opportunity for a qualified applicant to demonstrate his sales promotion ability.

•

Baseball games last longer these days, some fans and writers complain, but they overlook the fact that more time must be left between innings for the commercials.

•

"Hit Parade" was a top tv show for many years, but American Tobacco now concedes that its namesake in the cigaret field has failed to make a hit with very many of the nation's smokers.

•

Politics makes strange bedfellows, and it also operates in mysterious ways when it is involved in the appointment of an agency for a tourist promotion account.

•

The Bruce B. Brewer agency is advertising the advantages of using client Beech Aircraft's products in soliciting new business, but it seems Brewer got the account without the aid of air transport equipment.

•

Magazine editors have been in a tizzy over the charming and glamorous Jacqueline Kennedy, and when she gets back from her Paris trip with Jack, they simply won't be able to contain themselves.

•

"Brides," exclaims the magazine of the same name, "need everything new and everything now—they're able, willing and about to buy it now!"

Or else they have put it on the list for their loving friends and relatives to invest in.

•

The NAB seems concerned over the fact that not all tv stations may observe the canon against showing beer being drunk in those numerous commercials.

They should be concerned—no announcer ever looks his best sporting a foamy mustache.

•

When Maurice (The Rocket) Richard retired from the Montreal Canadiens, everybody knew it would hurt, but not as much as the team demonstrated in bowing meekly to the Blackhawks in the Stanley Cup playoffs.

•

"Want to devote next 20 years to creating advertising rather than cuddling clients," says an agency man who indicates he's completely fed up.

But wherever he goes, someone will have to romance the clients and get the okays to meet the deadlines.

•

J. M. Shea Jr., of American Petrofina, shows his disdain for gasoline additives by threatening to advertise a pink air additive for tire use.

He could do even better by offering to provide samples.

•

Coca-Cola, which received an unscheduled endorsement from Gary Player at the Masters' tournament show over CBS-TV, should at least reciprocate by presenting Gary with a king-size bottle of his favorite pick-me-up.

COPY CUB.

63 PERCENT

OF DELAWARE VALLEY'S

POPULATION

LIVES IN

THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 27% more suburban adult readers than does any other Philadelphia newspaper.

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)

Honoring the Minds that meet the Challenge of the '60s...

IRE remembers the MAN

. . . for advancements in data transmission

The *Medal of Honor*, IRE's highest annual technical award in the field of electronics, goes this year to Dr. Harry Nyquist, consulting engineer, "for fundamental contributions to a quantitative understanding of thermal noise, data transmission, and negative feedback." IRE is proud to honor Mr. Nyquist, and to salute all who, in this challenging decade of the '60s, work for the advancement of electronics and apply it to the betterment of our lives.

Harry Nyquist

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

From its crystal-set beginning in 1922, WSB Radio has dedicated itself to serve the best interests of its listeners. Continuous dominance in market audience share attests to its success . . . as do many notable awards. Latest are the George Washington Honor Medal Award of the Freedoms' Foundation for the program 'Open Letter To Americans' and TV-Radio Mirror's award for Best Programming Southern States. For 39 years, WSB has pleased its audience, its community and its sponsors. It can sell your product to Atlanta's million . . . and others throughout a six-state coverage area!

ATLANTA'S wsb radio

Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

Getting Personal

Michigan Campaigners: **Thomas B. Adams,** president of Campbell-Ewald, Detroit, was declared unofficial winner in a close race for a seat on the Wayne State University board of governors, by the slim margin of less than 2,000 votes. But **John S. Pingel,** exec vp of Ross Roy-BSF&D, Detroit, campaigned unsuccessfully for a seat on the Michigan State University board of trustees. . .

New Editions: **Larry Huckle,** Chicago space salesman for *Wall St. Journal*, and his wife, Wanda, welcomed their third child, Colleen Diane, born April 1. . .

Charles J. Rumrill, president of Rumrill Co., Rochester, N.Y., has been appointed to the U.S. trade mission to Finland and will spend some seven weeks working on the project. . .

Earl Hamilton, ad manager of Hart-Albin Co., Billings, Mont., recently was named winner of the Billings adclub award of merit for "more than 25 years of advertising leadership and consistent effort to raise advertising standards". . .

GLAD HATTER—*Lynn Medberry was picked as one of the country's six "best-hatted" women by the Mil[illegible] Institute of America. She's a [illegible] Carson/Roberts Agency in Los Angeles.*

Busy adman after hours is **Bob Ragland,** with the Chicago office of Branham Co., newspaper representatives. He recently had his composition, "Overture 1861," performed by the symphony orchestra of Rockford, Ill. Bob spent almost a year of weekends and evenings writing the symphony to commemorate the Civil War Centennial, in addition to attending the American Conservatory in Chicago, where he'll receive his master's degree this June. . .

Another note in the world of music: **Elizabeth Marshall** of the Charles F. Hutchinson agency, Boston, sang with the Chorus pro Musica of Boston at a special Carnegie Hall performance April 8. . .

FAREWELL—*Los Angeles Times Publisher Otis Chandler (right) and some 160 Times staffers gathered March 29 to pay tribute and present gifts to Harold B. Jette, retiring former general advertising manager. Mr. Jette joined the newspaper in 1935, was appointed general ad manager in 1940, and since December has served in an advisory capacity.*

Heading the advertising and publishing committees working for the United Jewish Appeal in New York are **Emil Mogul** of Mogul, Williams & Saylor; **Maxwell Dane** of Doyle Dane Bernbach; **John Smart** of Esquire Inc.; and **George J. Allan** of Gannett Advertising Sales . . .

Six admen recently became sponsors of the National Society for Crippled Children and Adults—the Easter Seal Society—serving throughout the year to back the society's service program. They are **Don Belding,** consultant for Foote, Cone & Belding, Los Angeles; **Melvin Brorby,** senior vp of Needham, Louis & Brorby, Chicago; **Charles Brower,** president of BBDO, New York; **Leo Burnett,** board chairman of Leo Burnett Co., Chicago; **Charles E. Claggett,** board chairman and president of Gardner Advertising, St. Louis; and **Thomas King,** advertising and sales promotion manager of the Merchandise Mart, Chicago . . .

Thomas J. Patterson, former vp and circulation director of *Family Circle*, who resigned to join the Episcopal ministry, was ordained a deacon April 9 . . .

Elmo C. (Budd) Wilson, president of International Research Associates and International Advertising Assn., is back at his desk after a mild case of hepatitis. . . And another recoverer from a bout with hepatitis is **Sterling (Red) Quinlan,** ABC vp and station manager of WBKB, Chicago. He's expected back at work April 17. . . **Mary Entrekin,** an account executive at Wexton Co., New York, is still on the critical list at Roosevelt Hospital—and still in need of blood—after a sports car accident April 3. She suffered broken legs, pelvis and jaw and other injuries. Prospective blood donors should contact the hospital. . .

In a Palm Beach ceremony, Mrs. Irma Saltzsieder Stone married Publisher **Joseph E. Ridder** April 1. Mr. Ridder is board chairman of Ridder Publications, Twin Coast Newspapers Inc., and the *New York Journal of Commerce*. . .

"REMEMBERABLE—

. . . presents some ideas or facts I remember or recall later on."

That's how the Bolger Study defines this important media trait — one of 32 basic "image" characteristics upon which 11 major magazines have been rated by their regular readers during a nationwide survey. As one of these publications, National Geographic not only scored notably well in 24 of the 32, but received *the highest score of any magazine in 11 different traits!*

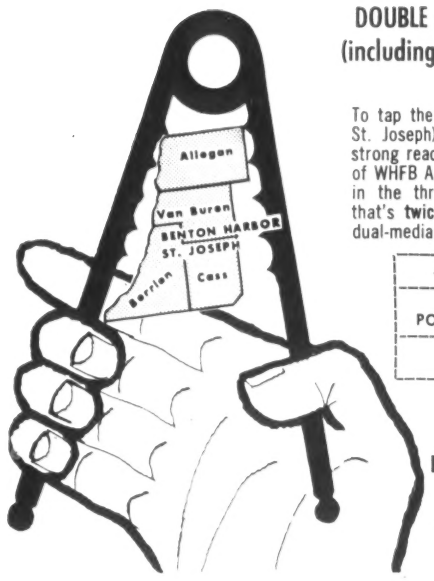
Among the latter is *"rememberable"* — a most welcome verdict to hear from a magazine's audience, whether your concern is its editorial contents or the advertising messages that appear in its pages. Readers and advertisers alike know the vivid reporting and colorful pictorialism of the Geographic —its wealth of fact about the many wonders of the world around us. All these *DO* add up to an extremely powerful memorability.

This alone is a large reason why more than half of all Geographic homes say they keep copies "indefinitely", "for years" or "forever". Fewer than 4% say they discard them. (It is not unusual for advertisers to receive inquiries from advertisements that ran many years earlier.)

The Geographic's 2,500,000-plus families are people who read attentively, remember well, and tend to take action accordingly. With a median income ($9,236) that's now more than ⅔rds above the national figure, they can afford to buy — and do — the many things their many interests demand. Which is very likely to include what *you* sell.

THE NATIONAL GEOGRAPHIC

Washington 6, D. C.



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach,** utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

Growth of Majors Makes Ball Sales Harder for Net TV

NEW YORK, April 11—Major league baseball, a perennially hard-to-sell item on the tv networks, has met even greater resistance from advertisers this year.

Much of the difficulty stems from the fact that tv coverage is blacked out in major markets which have league teams. With the expansion of the American League this year, Minneapolis-St. Paul was added to the blacked-out list.

■ Another reason for the problem in selling baseball this year may have been the recession, Richard McHugh, manager of special program sales at NBC-TV, said. NBC lost Bayuk cigars, its biggest single baseball sponsor in 1960, when that company pulled out of tv. Bayuk bought half of the coverage last year.

But NBC's 1961 sales are almost as high as 1960's. Sponsors for 25 Saturday and 25 Sunday telecasts are: General Mills (Knox-Reeves), varying from one-eighth to one-sixth per telecast; Anheuser-Busch (Gardner), one-half regional; Schlitz Old Milwaukee beer (Gordon Best); one-quarter of Saturday in region not covered by Anheuser-Busch, and General Insurance (Cole & Weber), one-quarter of alternate Sundays.

NBC turned over the unsold time to its affiliates for local sale about four weeks ago.

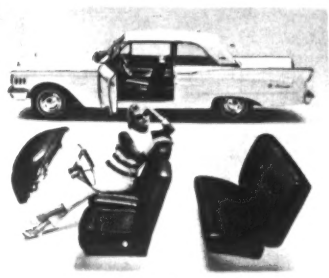
■ CBS, on the other hand, turned over its unsold portion to its stations only this week, after three prospective national advertisers bowed out, Jack Pervis, CBS program sales coordinator for sports, said.

Only advertisers signed by CBS are Falstaff (Dancer-Fitzgerald-Sample),, one-half on Saturday and one-quarter on Sunday in its area of distribution (about 60% of the country), and Colgate-Palmolive (Bates), one-sixteenth on Sunday. The network covers 25 Saturday and 22 Sunday games.

This sales record is short of last season when State Farm Insurance bought alternate one-quarters and General Mills bought alternate one-eighths. This year State Farm invested its money in the "Jack Benny Show." General Mills, which has several programs on NBC, bought baseball on that network this year to get a better discount, Mr. Pervis said.

■ ABC-TV discontinued its baseball "Game of the Week" because of the blacked-out major cities and has scheduled in its place "ABC's World of Sports." The show will consist of 20 Saturday afternoon telecasts, starting April 29. Varying from 90 to 150 minutes, it will include such sports as international basketball, baseball and golf events. Buying one-quarter each are R. J. Reynolds (Esty) and General Mills (Knox-Reeves).

In another sports move, NBC signed a two-year pact with the National Football League for radio-tv rights to the East-West championship game. The network paid the professional league $615,-002 for the 1961 rights and agreed to duplicate the amount next year. This is far above the reported $200,000 NBC paid annually under a five-year contract which expired last season. No sponsors have as yet been signed for next fall. =



See the new **COMET S-22...** and take your seat in the newest, niftiest interior under the smartest roof in the compact field

Fonto-contoured bucket seats up front [adjust them separately], map locker in between. Full width, foam-padded back seats. Silky, snowproof grain vinyl coverings on seats and door panels. Deep loop-yarn carpeting. Tasteful ornamentation. 17 stunning color schemes. It's elegant yet it's practical. It's the newest. . . it's for you. . . the Comet S-22. See it! Then find out how little it costs at your Mercury-Comet dealers.

LUXURY—*Ads for Lincoln-Mercury's Comet S-22 luxury compact will run in the May 5 Life and May 23 Look. Newspaper ads will break April 24 and the new car will be pushed on tv. Kenyon & Eckhardt is the agency.*

Complete Coverage of All U.S. Doctors

MODERN MEDICINE is the one publication that covers the entire medical market, that puts your product story in the hands of every practicing physician in the U.S.

MODERN MEDICINE's circulation is 188,910. It reaches 61,588 general practitioners, 105,405 specialists, 12,048 osteopaths in states allowing unlimited prescribing, plus medical libraries, institutions, medical schools, interns, and others.

For 29 years MODERN MEDICINE has been a part of the doctor's life. He regularly relies on its editorial material for the latest developments in diagnosis and treatment and its advertising for new products and new therapies.

In its new, improved format, MODERN MEDICINE is providing an even greater service to the U.S. doctor.

When the U.S. doctor reads MODERN MEDICINE he is thinking about his patients. His mind is on medicine. To *sell* the doctor, to stimulate his action, present your product story in MODERN MEDICINE.

General Practitioners
Allergists
Anesthesiologists
Cardiologists
Dermatologists
E. E. N. and T. Specialists
Internists
Neurologists
Neuropsychiatrists
Obstetricians-Gynecologists
Osteopaths
Pathologists
Pediatricians
Proctologists
Psychiatrists
Roentgenologists
Surgeons
Urologists

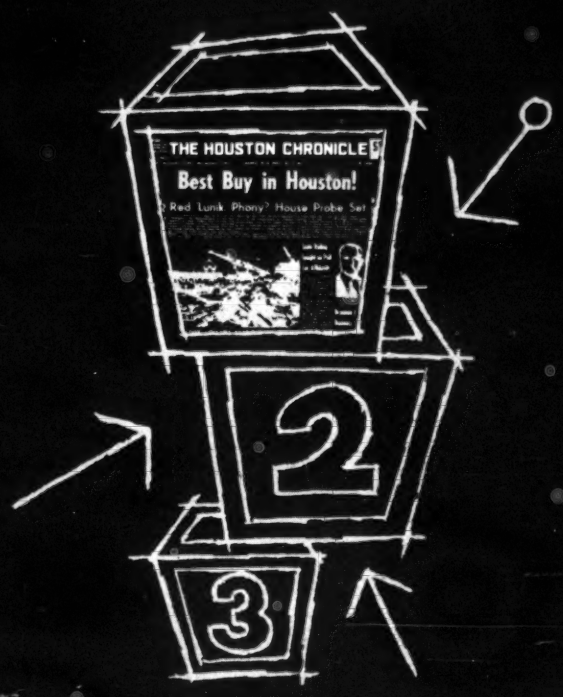
MODERN MEDICINE *Every Other Monday*
84 South 10th Street, Minneapolis 3, Minnesota

Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada, Médecine Moderne du Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia

Collins Heads Media Records

Leonard H. Collins, who has been with Media Records since 1928 and a vp for 15 years, has been elected president. He succeeds John Halpin, president since 1946, who has retired.

THE HOUSTON CHRONICLE



TOPS
TOPS
TOPS

In 1960 . . .

9 OF THE TOP 10 Houston Retail Advertisers Placed the Bulk of Their Advertising in The Chronicle

The Chronicle Is Tops With Houston Retailers

1960 TOTAL RETAIL ADVERTISING LINAGE

CHRONICLE . . . 23,728,253 Lines

Post . . . . . 19,730,208 Lines
Press . . . . . 5,740,401 Lines

The Reason . . . *Results!*

In Houston, The Chronicle Is Tops In Circulation, too!

5,508 More
Total City Circulation Daily Than the Post

71,568 More
Total City Circulation Daily Than the Press

16,030 More
Total City Circulation Sunday Than the Post

Sources: Media Records, 1960 and comparisons of Audit Bureau of Circulations AUDIT REPORTS for the six-month period ending September 30, 1960. Chronicle daily, Monday through Friday

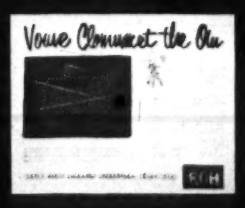
THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Branham Company — National Representatives

The Chronicle is a Must Buy because:

Member The TEXAS GROUP

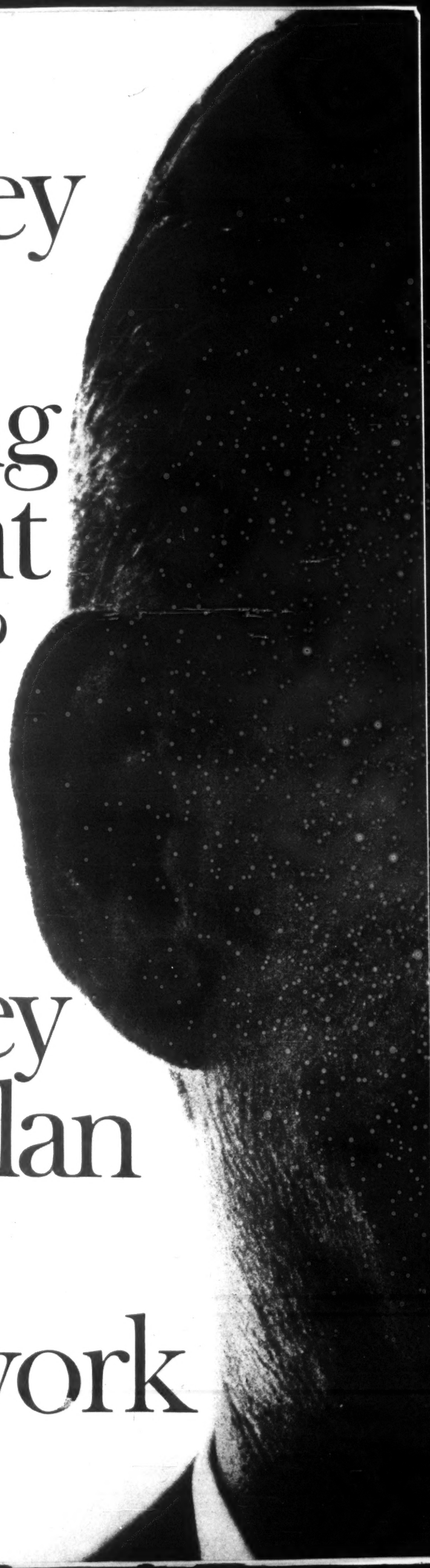
In Houston, The Chronicle Reaches More People



In Houston, The Chronicle Carries More Advertising

In Houston, The Chronicle Sells More Merchandise

Now Godfrey can sell for you morning noon & night weekdays & weekends ...with the new Godfrey Extension Plan on the CBS Radio Network



GODFREY in a variety of peak listening times. Godfrey when men (and wives who work) are home! Now you can put Arthur Godfrey's unrivalled salesmanship to work with full flexibility. The new Extension Plan offers the specific audiences you want, at strategic times, plus the greatest salesman in broadcasting.

ADVERTISERS who sponsor one ten-minute segment of top-ranking Arthur Godfrey Time can now buy six additional program-integrated Godfrey commercials—as only he can deliver them—placed where they promise to do the most good.

THIS PLAN really extends your Godfrey Time buy. Typically, it just about triples the number of different people reached and gross weekly audiences go up almost six times. And this isn't just more people reached. This is more people reached —by Godfrey! It is a most impressive new advertising opportunity. We'd welcome your reaction to it. Call your CBS Radio Network representative for full information.

Keep that Schoolboy Complexion!

Why let Advertising "Age" YOU? Forget nagging worries about deadlines, reproduction qualities and the like. Relax. Use the sure-to-please Century services!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

Carpet Institute Issues Newspaper Supplement

The American Carpet Institute, New York, has issued its fifth annual four-page newspaper supplement to ad managers of dailies and weeklies. The newspapers use the material contained in the supplement for composing their own "Carpet Time" pages. Copies are also sent to 11,000 carpet stores, with letters urging their advertising support of the event.

Barcolene Begins Campaign

Barcolene Co., Boston, will run at least six color pages in northeastern editions of *Life*, *Look* and *The Saturday Evening Post*, plus newspaper ads and television spots this year. Print ads will contain three 10¢ coupons for Barcolene products. The company is introducing three new products—Compare spray-on wax, Cloud 9 fabric softener in pre-measured packets, and Alcohol Rub spray-on rubbing compound. Silton Bros., Callaway, Boston, is the agency.

U. S. Ad Push Urges Business to Expand Here and Overseas

WASHINGTON, April 11—A task force from Grey Advertising was at the Department of Commerce last week to consider plans for a new public service campaign which the Advertising Council expects to produce soon, as part of its "Confidence in America" project.

Utilizing radio, tv and business papers, the campaign would urge business men to go ahead with plans for modernizing and expanding their facilities and expanding their marketing into overseas areas.

In the broadcast spots and trade paper ads business men would be given specific information on new business opportunities. They would be advised of the assistance that is available at the Commerce Department's 33 field offices.

■ The campaign, on a "we want to help your business grow" theme, is the first ever staged by the Advertising Council in support of business promotional facilities offered by the Commerce Department. The department and the council both regard the proposed campaign as an indication of improved working relationships which are developing between the two organizations.

The council's "Confidence in America" campaign, developed by McCann-Erickson and under way in general media, stresses long-range factors which will contribute to national growth and prosperity. The new campaign, developed by Grey Advertising for the more specialized purposes, will deal with immediate business opportunities.

■ In the campaign, the Department of Commerce hopes to give specific examples of the kind of market-planning assistance that is available, at Commerce Department field offices, for business men who are exploring the export market. In the proposed radio-tv spots, Commerce Secretary Luther Hodges will explain the scope of Commerce Department's services, including its ability to provide lists of distributors in overseas markets with credit ratings on the individual distributors on its lists.

All "Confidence in America" activity for the Advertising Council is under the direction of Robert M. Gray, Humble Oil & Refining Co. The new project for the Commerce Department is being supervised by Robert Keim for the Grey agency. William Ruder, special assistant to the Secretary of Commerce, is in charge of the department's public relations, representing the department. Mr. Ruder is on leave from Ruder & Finn, New York public relations firm. #

Geyer Installs Package Tester

Geyer, Morey, Madden & Ballard has announced that it has installed a new machine called the Visiometric Comparator in its New York office to test the visual impact of packages, advertising layouts and television commercials. Developed by R. E. Van Rosen, director of Technopak Corp., New York, the Visiometric Comparator is described as "an electronic machine built somewhat like a shadow box, in which varying degrees of light can be applied" to packages or ads.

Alcoa Signs Astaire

Aluminum Co. of America, Pittsburgh, has signed dancer-actor Fred Astaire to introduce each program of its "Alcoa Premiere," which will debut on ABC-TV next fall. Mr. Astaire will also star in several of the shows in the series, which will consist of an equal number of hour and half-hour shows.

"Well, we decided one thing, anyhow: we include Huntington-Charleston and WSAZ-TV."

THE HUNTINGTON-CHARLESTON MARKET means two million people with $4 billion dollars to spend annually. It's a *Dynamic Circle* that encompasses 72 counties in 4 states—an area of tremendous industrial might in the heart of this "American Ruhr" region of the great Ohio Valley. The nearly half-a-million TV homes here can be reached by only one *single* medium: WSAZ-TV. For this market was *created* by WSAZ-TV's power and programming. Your Katz Agency man can show you in a hurry why putting Huntington-Charleston and WSAZ-TV on the list is such an easy and logical decision.

WSAZ-TV
HUNTINGTON • CHARLESTON

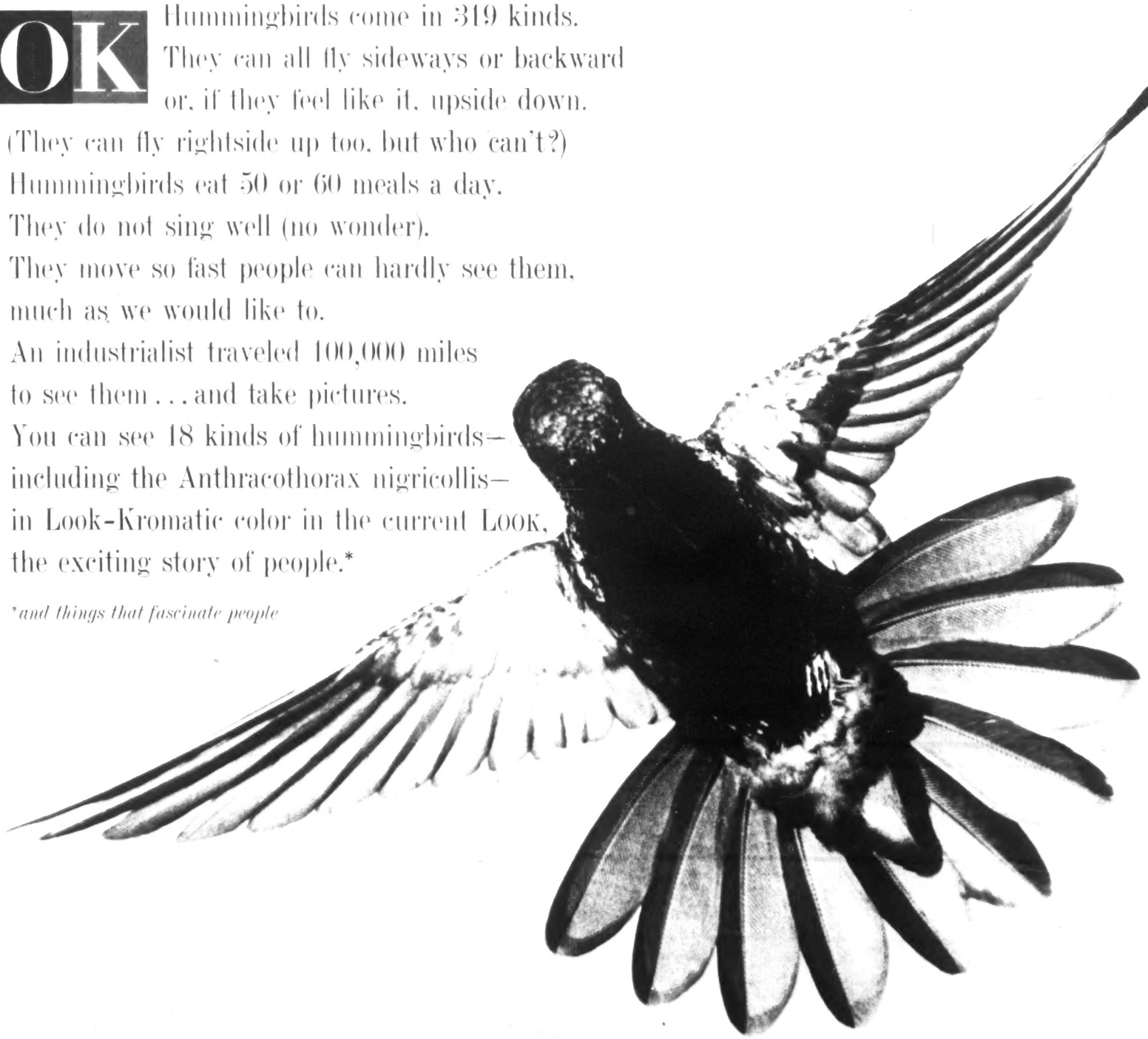
CHANNEL 3 NBC

This is an Anthracothorax nigricollis.
It is one kind of hummingbird.

LOOK

Hummingbirds come in 319 kinds.
They can all fly sideways or backward
or, if they feel like it, upside down.
(They can fly rightside up too, but who can't?)
Hummingbirds eat 50 or 60 meals a day.
They do not sing well (no wonder).
They move so fast people can hardly see them,
much as we would like to.
An industrialist traveled 100,000 miles
to see them . . . and take pictures.
You can see 18 kinds of hummingbirds—
including the Anthracothorax nigricollis—
in Look-Kromatic color in the current LOOK,
the exciting story of people.*

**and things that fascinate people*



It takes imagination to tell a good fish story

Here's one that didn't get away. A truffle-trimmed beauty, served up with incomparable flair and flourish . . . just as 12,000,000 idea-hungry readers saw it in the pages of American Home. American Home adds its priceless ingredient—IMAGINATION—and voilà, even an ordinary fish dish becomes a pièce de résistance.

Today's families hunger for imaginative ideas in their meal-planning, their decorating, remodeling, building, gardening. And that's just what they get in the new American Home, thanks to

the youngest, most uninhibited editorial staff in the business. They're young suburbanites themselves, attuned to the tastes and needs of today's new home-minded families.

But it isn't just the ideas that are imaginative—it's the way they're presented. There's never been anything in the home service field to match American Home's refreshing graphic excitement.

Your best prospects are going for the new American Home—hook, line and sinker. Get into the swim! Get into American Home!

AMERICAN
HOME

...THE MOST EXCITING THING
THAT'S EVER HAPPENED
TO HOME SERVICE MAGAZINES...

Woody says: In Central Illinois there's no extra charge for

RED CARPET* ADVERTISING

*Red Carpet Advertising? It's no extra charge advertising plus down to-earth local merchandising. Here's how it works: 1. We send direct mail to retailers inviting local tie-in ads. 2. We follow up with personal calls. 3. We send you a written report. Mail your ad or come in person, the "Red Carpet" is out. Combine this hard-hitting plan with a $233,000,000 market in Illinois' 7 richest counties; incomes 20% above average; balanced industry, farm, education. It's the ideal market right in the heart of the Golden Central Illinois corn belt.

R.O.P. Spot Color--plus Full Color (black and 1, 2, or 3 colors Daily and Sunday)

BLOOMINGTON-NORMAL, ILLINOIS

Pantagraph

BLOOMINGTON

Represented by: Ward-Griffith Co., Inc.

Information for Advertisers

"The Market: Its Newspapers," a 100-page study of the Los Angeles market, including data on population, industry, employment, retail trade, housing and income, has been published by and is available from the **Times-Mirror Co.**, 202 W. First St., Los Angeles 53.

• "The 15th Newspaper Readership Study of Michigan Automotive & Advertising Executives," a study of newspaper reading habits of Detroit area automotive executives, is available from the Promotion Department, **Free Press**, Detroit 31.

• "The Outdoor Story," a 68-page booklet analyzing the uses and values of the outdoor advertising medium, has been published by the **Outdoor Advertising Assn. of America.** The book, which reviews the development and growth of the medium, is available to members of OAAA for distribution to schools, libraries, local legislators and others, from the Outdoor Advertising Assn. of America, 24 W. Erie St., Chicago 10.

• "So Now You're Publicity Chairman," a 16-page booklet designed to assist those involved in publicity development for clubs, churches etc., has been published by **John Hancock Mutual Life Insurance Co.** The booklet describes accepted techniques in the preparation and distribution of news releases and feature material for newspapers, magazines, radio and tv outlets. Copies may be obtained by writing News Bureau, B-21, John Hancock Mutual Life Insurance Co., 200 Berkeley St., Boston 17.

• The "1961 Directory of Discount Houses," containing listings of over 1,100 discount and self-service department stores in the U.S., has been published by **National Research Bureau**, 415 N. Dearborn, Chicago.

• **Lincoln University's** department of journalism has published its annual "Negro Newspaper Directory." The directory contains name of newspaper, name of publisher or editor, address, circulation figures and frequency of publication. Priced at $1 each, copies are available from Lincoln University, Department of Journalism, Jefferson City, Mo.

• "Seventh Annual Survey of Electronic Original Equipment Manufacturers," a 28-page study covering purchases of 73 different key electronic products, including data on dollar volume of purchases among companies in the electronic original equipment market, has been published by **Electronic Equipment Engineering.** The study is available without charge to executives in plants manufacturing electronic products from **Electronic Equipment Engineering**, 172 S. Broadway, White Plains, N.Y. The study is priced at $10 per copy to all others interested.

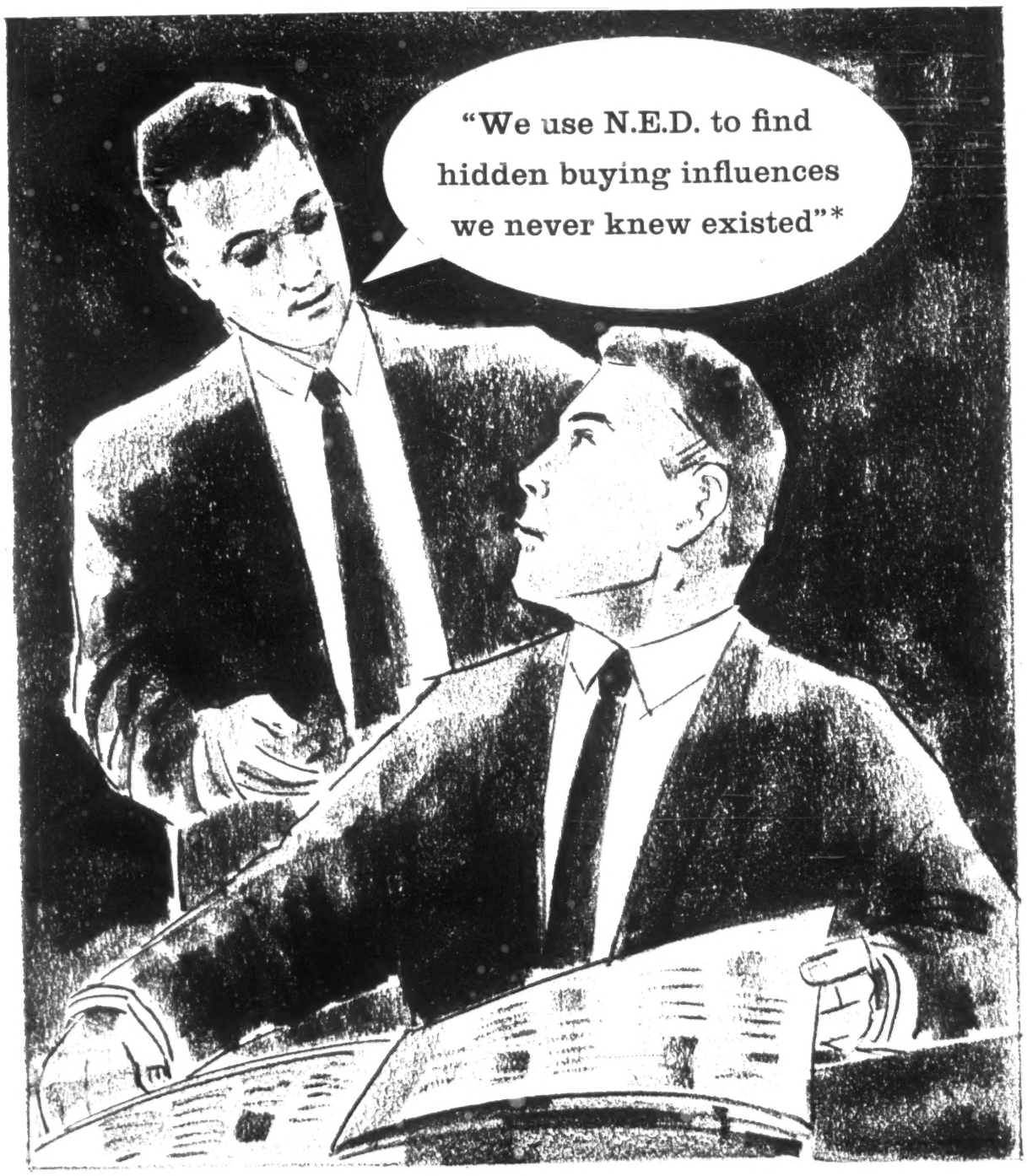
• "Boom in Babyland," a color sound slidefilm containing marketing facts and research data about the entire babyfood business, has been produced by **Rossmore Productions & Selling Methods** for Beechnut Lifesavers. The film is being shown nationally through Beechnut sales offices. Additional information may be obtained from Anne Koller, Rossmore Productions & Selling Methods, 50 E. 42nd St., New York 17. =

Delaware Governor Supports Educational TV Station Plan

Gov. Elbert N. Carvel's support has endorsed the acquisition of Wilmington's unused Channel 12 by a non-profit organization seeking to provide an educational station in the tri-state Delaware Valley area. WHYY-TV, Philadelphia, one of the leaders behind the educational tv plan, and other forces supporting it, face two other contenders for the channel, Metropolitan Broadcasting Co. and Rollins Broadcasting.

Dodge Group Names Matlack

The Portland area Dodge dealers' association has named Jack Matlack Promotions, Portland, Ore., to handle its advertising. Joseph W. James, Portland regional manager of Dodge, said Batten, Barton, Durstine & Osborn, which has the national Dodge account as well as most other Dodge dealer groups, will continue its policy of counseling local dealers.



■ Uncovering new buying influences, finding new markets, new customers . . . these are the important jobs New Equipment Digest does best—and most economically.

That's why more companies today place more product advertising in N.E.D. than in any other industrial publication. They want *new business* and N.E.D. gets it.

At the same time, advertising in N.E.D. maintains broad, industry-wide contact with present customers and prospects. No other industry publication reaches so many key men in as many plants in all major industries.

Ask your N.E.D. representative for documentation of this impressive story. **Case histories on request*

A PENTON Publication, Penton Building, Cleveland 13, Ohio

NEW EQUIPMENT DIGEST

NBP BPA

Industry's leading Product News Publication

Now over 87,000 copies (total distribution) **in over 46,000 industrial plants**

the SKILLionaire goes to a meeting of stockholders

In Rochester, N. Y., home of the Red Wings, club owners alone can fill more than half of the stadium.

This is the SKILLionaire's team. Literally. He and 8,221 other SKILLionaires pooled resources in 1956 to buy it, just to be sure of keeping top-notch baseball in their city.

The SKILLionaire is the man on the street in Rochester, N. Y. He does everything in a big way, actively searching for the most effective ways to spend his time and his family's $8,014 average annual spendable income.

He's a trend setter. He was the first to use voting machines (1895). He invented the street car transfer. He used the first fountain pen. He continuously tries new products. (Ask Dowgard, Alpine, Minute Maid and others. They tested here, effectively.)

As a skilled worker in a precision industry, the SKILLionaire earns a pay check that's a hefty cut above the national average. And he keeps earning it. In 1960, Rochester had fewer man-days lost because of work stoppages than any other major metropolitan area in the United States.

We're on good terms with the SKILLionaire. Nearly every family in metropolitan Rochester buys and reads one or both of our newspapers daily. For your copy of "The Case for the SKILLionaire," write to the National Advertising Manager, Gannett Newspapers, Rochester, N. Y.

ROCHESTER TIMES-UNION and DEMOCRAT AND CHRONICLE . . . Members: Gannett Group of Newspapers. Represented by Gannett Advertising Sales, Inc., New York, Philadelphia, Chicago, Hartford, Syracuse, San Francisco, and Detroit.

Smith/Greenland Names Stein; Adds Rokeach Account

Smith/Greenland Co., New York, has appointed Joel Stein, formerly with Grey Advertising Agency, an account executive. Smith/Greenland also has been named to handle advertising for I. Rokeach & Sons, New York, manufacturer of kosher products.

KNOCK ON ANY DOOR WITH THIS GOLD DOOR KNOCKER CUFF LINK
RESULTS WILL AMAZE YOU!
Customers will want to write you to get the other beautiful Gold Door Knocker CUFF LINK! For sales promotions, special events, conventions, etc. When you need NEW BUSINESS fast THIS IS IT! FREE SAMPLE!
MARVIC ADV. CORP.
861 RG MANHATTAN AVE., BROOKLYN 22, N.Y.

Fletcher Richards Names Two

Fletcher Richards, Calkins & Holden, New York, has appointed Robert B. Saul, formerly with International Business Machines, an account executive. Thomas H. Young Jr., on the U.S. Rubber international account for five years, has been appointed a vp of the agency.

Kelliher Joins KFRC

Dick Kelliher, formerly eastern sales manager and assistant national sales manager of Adam Young Inc., has been named to the new post of national sales manager of KFRC, RKO General radio station in San Francisco. Mr. Kelliher will make his headquarters in RKO's headquarters in New York.

U.S. Book Publishers Don't Use Radio-TV Enough: Pryce-Jones

NEW YORK, April 11—What sells books in England? "The most important thing is to contact the bush telegraph and get the book talked about in ordinary conversation," according to Alan Pryce-Jones, English author, publisher and former editor of the *Times Literary Supplement*.

Speaking before the Publishers Adclub, Mr. Pryce-Jones said that contrary to what some authors believe, a large advertising campaign is not what sells the books. The best stimulus is an author who realizes the power of the bush telegraph and does something about it, he said.

"Every time the Sitwells have a public row at the Ritz Hotel in Paris, every time Brenden Behan falls off the stage into the audience, every time Norman Mailer gets the curtain rung down on him, this does more to sell their books than good reviews," he maintained.

■ Although he mentioned advertising only briefly in his diagnosis of what sells books, Mr. Pryce-Jones later told ADVERTISING AGE he did not believe that advertising could stimulate the first sales of a book. Advertising's value is to push sales along after they have already started. "I don't believe advertising can get sales going at the beginning," he repeated.

"The selling powers of radio and tv in the book field are not as well utilized in the U.S. as in England," Mr. Pryce-Jones told the group. As an example, he cited an English radio show where critics discuss movies, books, art, etc. Discussion of a book on this show often results in increased sales, he said. Another example: A tv show featuring an author and his critics. Such a show "sells books very effectively," he said. "There's a lot to be done in tv here that isn't being done."

■ Mr. Pryce-Jones also deemed important a readily recognizable house style for a publisher—contrary to the beliefs of many American houses. In England, certain publishers are associated with certain types of books, he said, and you can easily predict whether a book will be good just by its appearance. Publishers should pay more attention to the appearance of their books—the physical appearance cannot be overstressed, he recommended.

■ Another area which could be better exploited: Jacket blurbs. "Many good books lose sales because of bad jacket blurbs. They're never as good as they should be."

Although in the U.S., book reviews are often thought to have the power to launch or kill a book, Mr. Pryce-Jones said that in England, reviews "won't create the sale."

It really doesn't matter how a book is reviewed, he said—"unless the review is a strong attack." An especially deadly review will often send the public straight out to buy the book, he observed. #

TESTIMONIALS—*The Hartford Insurance Group is running this ad showing woodcuts of two early policyholders—Lincoln and Lee. The ad will appear in National Geographic and The Saturday Evening Post. McCann-Marschalk Co., New York, is the agency.*

6TH
in America in total Advertising
Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

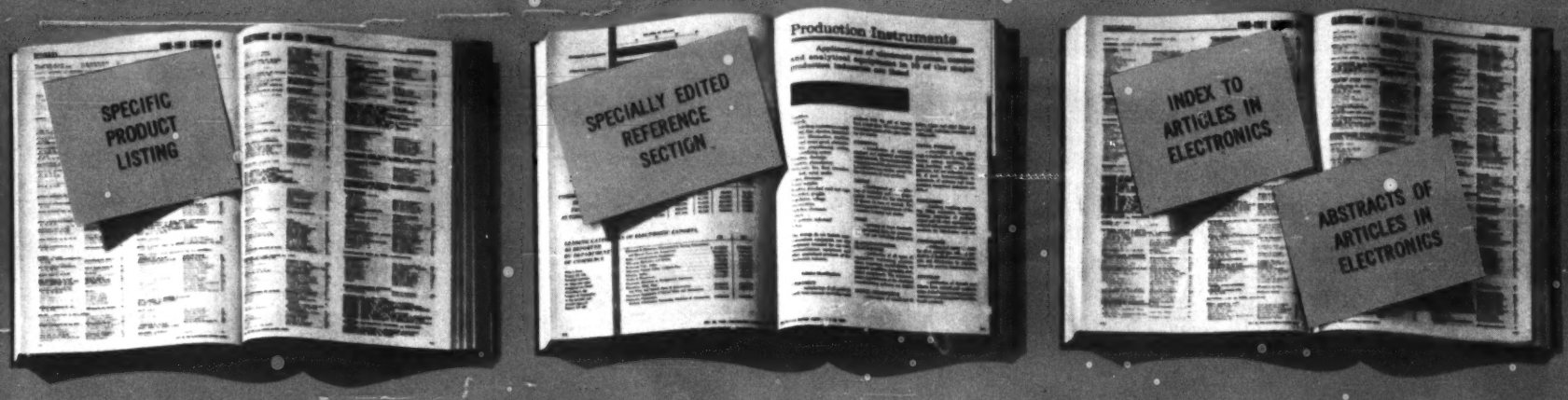
COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)
Akron, Canton and Youngstown Counties are not included in above sales

HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 35 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla. *Source: Media Records

IT'S WHAT'S "INSIDE" THAT COUNTS



EXCLUSIVES MAKE electronics buyers' guide THE MOST USED ELECTRONICS DIRECTORY

EXCLUSIVE!

NO OTHER DIRECTORY CONTAINS SO MUCH AUTHORITATIVE INFORMATION!

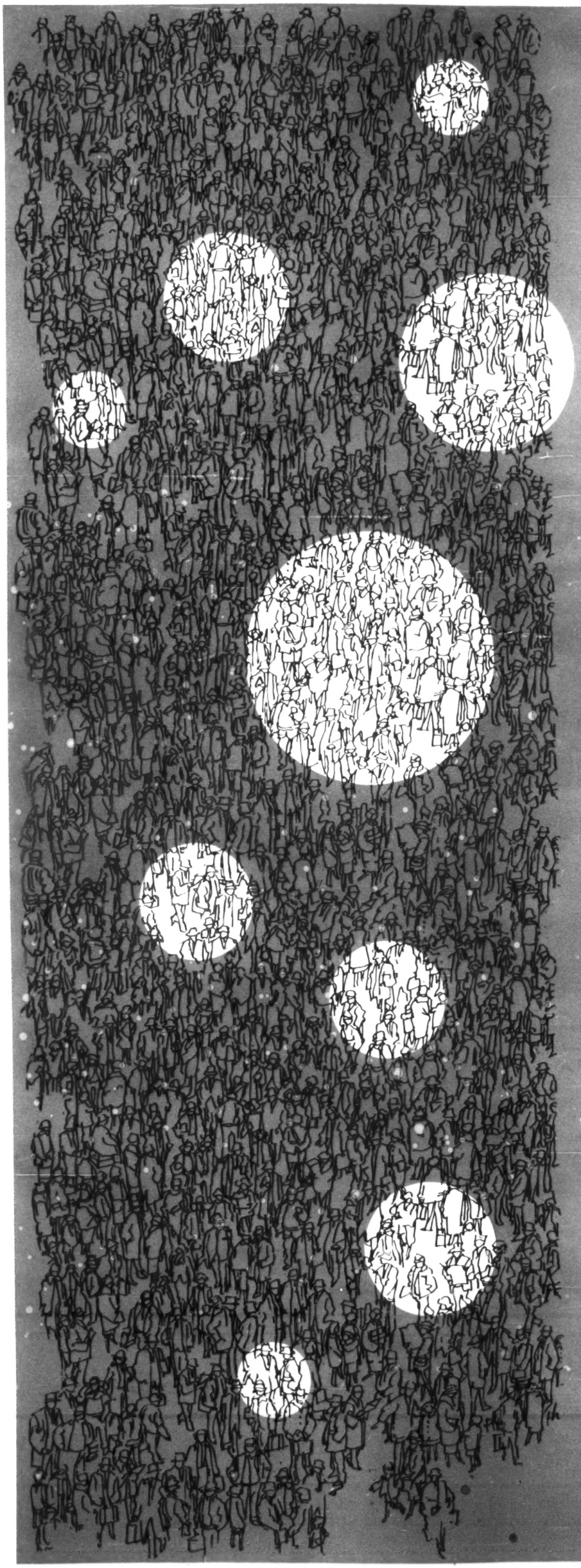
- **Specific Product Listing!** No matter how many products a company makes, each is listed (after verification each year by questionnaire) under its specific heading. More than 3,000 products are cross-indexed. Bold face type, in which advertisers' names and page numbers appear, lead buyers quickly to the advertising pages for technical information.
- **Specially Edited Reference Section!** 64 pages of Market Data and Design Data. Here's a wealth of information amassed by the 26-man editorial staff of **electronics** magazine—available nowhere else. An indispensable source of data about: military electronic procurement, sub-contracting, materials information centers, listing of industry organizations, and government services, expanded symbols dictionary, design data, etc.
- **Index to Articles in electronics!** For the first time, the annual "Index of Editorial Articles" which has appeared in **electronics** will be published in the 1961 EBG. This new addition to the BUYERS' GUIDE will further increase its use . . . assure extra advertiser benefits.
- **Abstracts of Feature Articles in electronics.** Another first-time service! The 1961 EBG will have abstracts of all feature articles listed in the "Index of Articles in **electronics**," obtainable only in EBG. They make the Index more meaningful to engineers.
- **Registered Trade Name Index; Manufacturers' Representatives!** The buyer may know products only by trade name. EBG quickly tells who makes what and where to buy it. Manufacturers' representatives and distributors are both included in their own individual sections as advertisers in the BUYERS' GUIDE.
- **21 Years of Publication!** Editorial content is the direct result of close cooperation between industry leaders and the EBG staff aimed at producing the most accurate, complete and authentic listings and buying data. Easiest to use because the industry itself helps each year to: correctly classify and reclassify products; make cross-references complete; establish correct nomenclature.
- **Local Sales Office Listing!** The buyer easily locates the manufacturer's nearest sales office, address, phone number. The Manufacturers' Index contains all the manufacturers' representatives and/or local sales offices of every company listed in the Product Directory Section. Buyers contact the nearest source of information or supply . . . that's where your advertising in EBG really pays off.
- **You know what you're getting!** Circulation is audited by ABC.

electronics buyers' guide
and reference issue
The electronic engineer's Basic Buying Book

0.19

ABP ABC **A McGRAW-HILL PUBLICATION,**
330 West 42nd Street, New York 36, N. Y.

Published, July 20.



HOW TO GET

more customers in 1961

FOR THE SAME ADVERTISING DOLLARS

THE REAL TEST of a magazine's ability to deliver customers for you is its strength in covering the people best able and ready to buy what you have to sell.

It takes more than interest, mood and desire to make a customer. It takes these, *plus* the authority to say "yes" in terms of position, and the ability to say "yes" in terms of buying power. ("U.S.News & World Report", for example, delivers up to 1,000,000 *more* vacation travelers by plane, train and ship than leading magazines in which travel is the dominant theme.*)

It also takes more than reader *numbers* to make customers. ("U.S.News & World Report", with 5,000,000 less circulation than a leading mass magazine, covers 30,000 more air conditioning buyers, 377,000 more stock buyers, and 55,000 more car rentals!*)

What it really takes to make customers is *income*—confirmed by study after study in the basic markets that buy. Income, of course, determines personal buying power. Income also reflects managerial positions with business buying power.

This helps explain why more and more advertisers are using "U.S.News & World Report" as the spearhead of more and more major campaigns. No other news magazine is so concentrated among the responsible, high-income people—people who need and use the important news in shaping their plans and decisions.

Their average family income is higher than that of any other news magazine, higher than any magazine with more than 1,000,000 circulation. This higher and more active buying power is another reason "U.S.News & World Report" consistently out-performs other magazines in advertising cost efficiency or campaign effectiveness for business and industrial advertisers and for quality consumer advertisers.

So, in covering the buying markets of America, it's no wonder so many leading advertisers are recognizing "U.S.News & World Report" as—

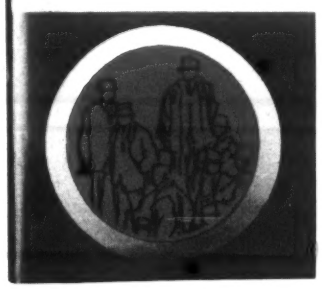
. . . the most important magazine of all

"MORE CUSTOMERS IN 1961 FOR THE SAME ADVERTISING DOLLARS"

. . . is the title of the new report on how leading magazines cover known buyers in a wide variety of markets—corporate stock, new cars, business and vacation travel, air conditioning, etc. Available in film strip or booklet. Ask your advertising agency or contact "U.S.News & World Report" advertising sales offices at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising sales offices in Boston, Philadelphia, Cleveland, Pittsburgh, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London.

**Source: "Car Owner Study", conducted jointly by Benson & Benson, Inc., Princeton, N. J., and Market Research Division of "U.S.News & World Report".*

U.S.News & World Report — THE COMPLETE NEWS - IN DEPTH



U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,200,000 net paid circulation

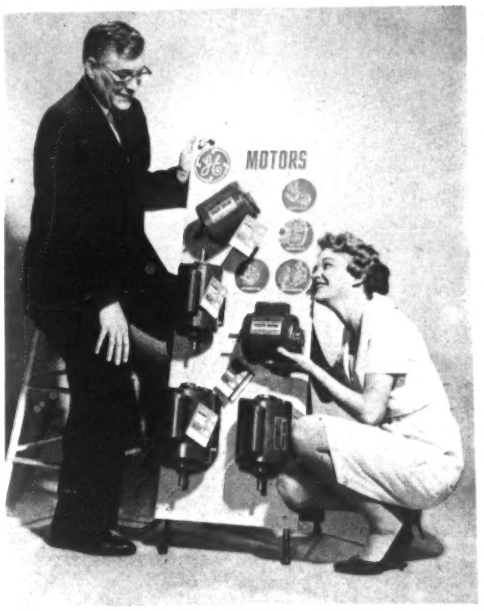
WANT TO SAVE MONEY ON YOUR PRINTING?

Right now we have limited WEB-FED LITHOGRAPHY time available at attractive hourly rates.

You can save money on your printing and be assured of high quality reproduction in 4-color or black & white—standard size—perfecting, web lithography. Complete production services—midwest location—3 shift operation.

To take advantage of low rate you must schedule your job immediately—get in before press time is sold out.

WIRE—WRITE—BOX NO. 668, Advertising Age
200 E. Illinois St., Chicago 11, Illinois



MERCHANDISER
This new red-and-yellow merchandiser, designed to help sell fractional horsepower motors, is being made available to dealers by General Electric's general purpose motor department, Fort Wayne, Ind.

Trademark Should Be Modern, but Alter It with Care: Faison

CHICAGO, April 11—The rush of many leading companies to modernize their trademarks has resulted in a sameness that is destroying the very goal these companies set out to attain.

That's the finding of Edmund W. J. Faison, president of Visual Research, Chicago, who spoke at a luncheon meeting of the Chicago chapter of the American Marketing Assn. last week.

"Me-tooism, the bane of today's marketing, afflicts not only smaller companies but also top corporations—which should know better," Dr. Faison observed.

Robert Sidney Dickens, president of Dickens Inc., Chicago, design company, concurred with Dr. Faison that trademark changes—a trend that has involved virtually every one of the 100 biggest consumer goods marketers—haven't always been for the better.

■ The major reason for changing trademarks appears to be an attempt to keep up with competition, with most marketers striving for a "modern, progressive" image, the researcher and designer agreed.

This situation "makes as much sense as the 'Jackie-itis' afflicting women's fashions," Dr. Faison charged. "What is appropriate for one woman—or company—is not necessarily right for another," he said.

Dr. Faison said he objected to the trademark "me-tooism" chiefly because it "makes very poor marketing sense. There are too many products already which are hard to distinguish from their competitors', and the trademark similarity adds to the confusion," he said.

Before effecting a change, a company should carefully research its present trademark in order to determine whether or not it properly reflects the company and/or product image. If research shows that the trademark is inappropriate, change or modification is definitely in order, Dr. Faison said, but added that the need for change should be clear-cut. "Remember that many years and many dollars have gone into promoting the old trademark," he said.

■ Mr. Dickens said that "company appearance," symbolized by the trademark, is the only ingredient of a corporate image that the company can completely control. The others—product performance and employes—cannot be controlled to the same extent, he said.

Dr. Faison listed three tests that a good trademark must pass: Visibility, memorability and appropriateness. Each of these factors has many ramifications, he said, listing these among others:

• One color cannot be said to be more visible than others—it is the contrast of colors that makes them visible.

• Simple forms, such as a circle or a square, are more easily remembered than complex ones; the inherent danger in simplicity is that the symbols may be remembered but not associated with the company using them.

• Before an appropriate trademark can be designed, the company must decide what qualities it wants to be known for and what image it wishes to evoke.

■ Ideally, a trademark should be suitable for use on all company products, in all advertising, on stationery, shipping containers and delivery trucks and also in all markets, without change, the two men said. #

Another thinly disguised WJR success story

Response to a commercial has never been higher

A new "high" in response to a WJR commercial has been established! It happened just recently in a private plane some *5,000* feet over Michigan. A Grand Rapids businessman, listening to WJR while his pilot flew him home, heard a one-minute commercial explaining some of the advantages of expansion through a business loan. He was interested—*so* interested that he set up his portable typewriter, wrote a response *on the spot*, and mailed it upon landing! The deal that resulted from this mile-high response—not to mention five others from earth-bound businessmen—paid for the investment company's WJR schedule "many times over."

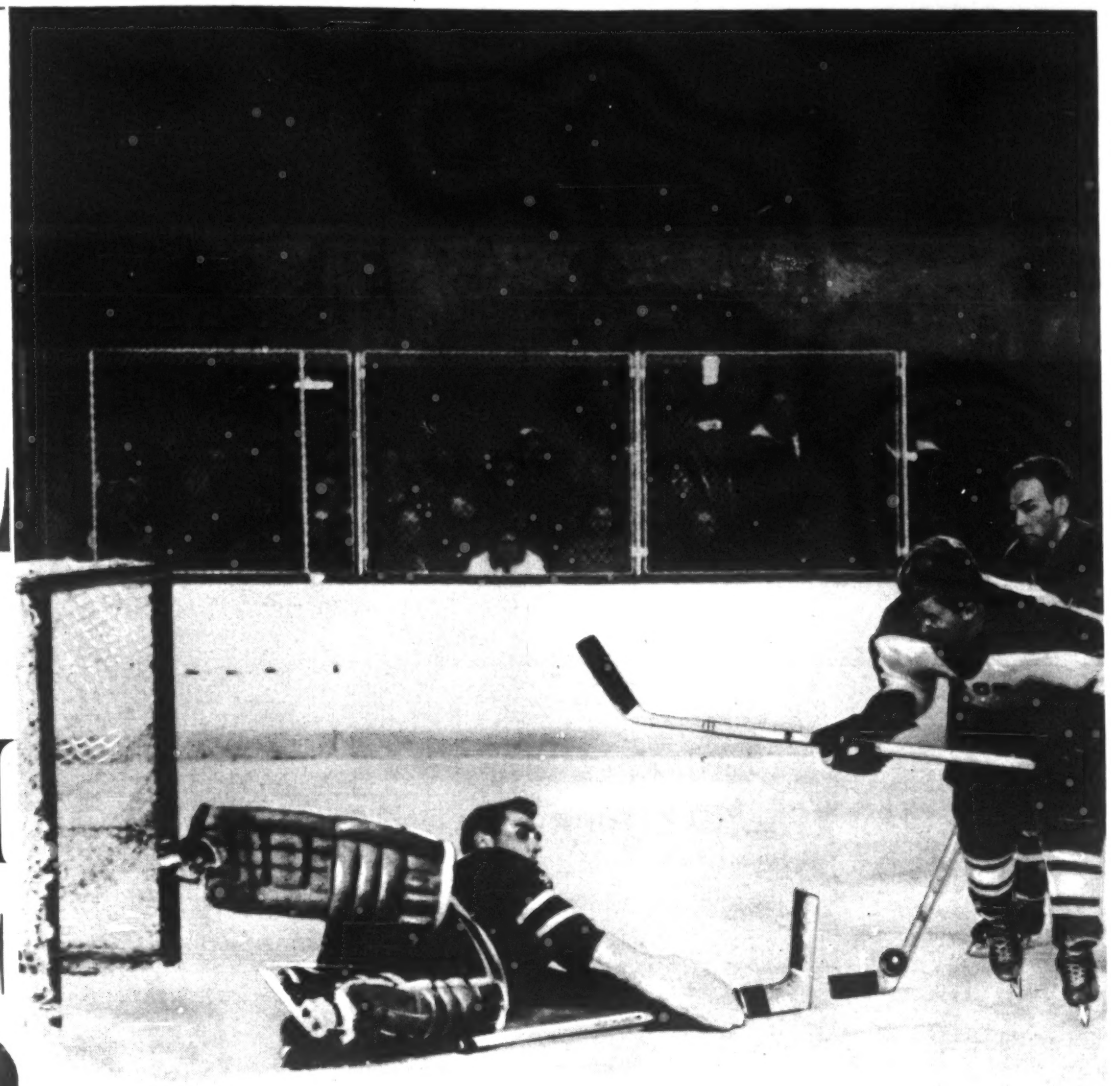
Proof again that advertising on WJR pays off with *immediate response*—because the *right* people hear it, *wherever* they happen to be. Why not get all the facts yourself? Give WJR or your Henry I. Christal rep a call today.

WJR DETROIT
760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada
Atlanta · Boston · Chicago · Detroit · San Francisco

Everyone enjoys listening to WJR because WJR has something for everyone.

WIN THE BIG ONES



How they won the big ones

Jack McCartan, star goalie, helps the United States hockey team defeat the Russians in the biggest upset of the 1960 Winter Oympics.

UPI

Concentrate where it counts, in the "A" markets ...where 43.3% of drug store sales are made

In these *big* rich, decision-making markets and contiguous counties, American Weekly concentrates 86% of its circulation...and works better... more efficiently...more effectively than does any other magazine. Where network TV and national magazines "thin-out", American Weekly "thicks-in".

The American Weekly

"OVER 1,472,000 READER RESPONSES IN ONE YEAR"

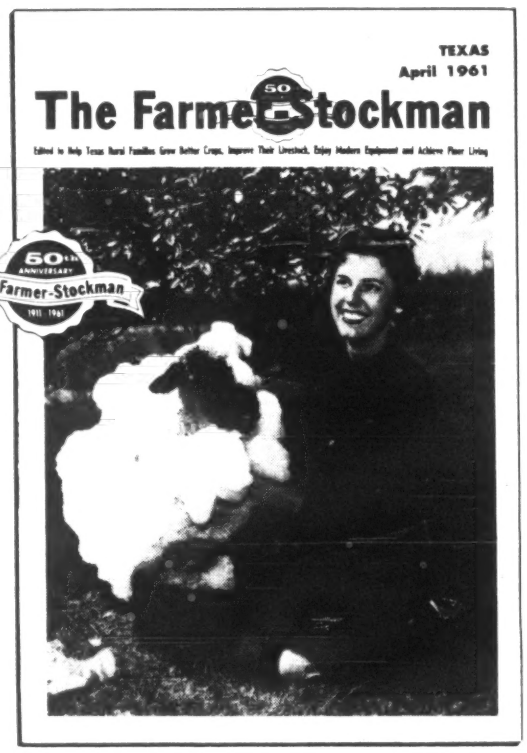
THE AMERICAN WEEKLY · 65TH YEAR 1896-1961 · BEST READ SUNDAY MAGAZINE ·

Awaiting you here is good taste in photoengraved reproduction with intelligent and experienced contact to go with it.

Hutchings & Melville, Inc.
custom photoengraving
4043 N. Ravenswood Ave., Chicago 13

Hutchings &
H&M
Melville, Inc.

BE OUR GUEST—*This color spread in the April 7 Life offers a 30-night tryout of a Simmons Beautyrest mattress with a money-back guarantee. Stores are tying in with displays, co-op newspaper ads and direct mailing of "guest cards." Any returned mattresses will be destroyed, to comply with state laws. Young & Rubicam, New York, is the agency.*



Edited specifically for TEXAS!

Edited specifically for OKLAHOMA!

LOCALIZED EDITING gets maximum advertising results in rural Texas and Oklahoma!

Two magazines each month! Beginning with the front cover, each is different because there's completely different editorial content on the inside! Each month, one issue of the Farmer-Stockman is edited specifically for Texas . . . while the other is edited specifically for Oklahoma!

Advertisers who know say their experience shows that a magazine locally edited, *like the Farmer-Stockman,* is much more effective than one containing broad editorial treatment—and circulating in a large area!

For space reservations, or additional data . . . write, wire or phone your nearest Farmer-Stockman office now.

MORE PAID SUBSCRIBERS THAN ANY OTHER STATE FARM PAPER!

The Farmer-Stockman
OKLAHOMA CITY • DALLAS
J. H. Hunter, Advertising Director

SALES OFFICES:
CHICAGO 11, SUperior 7-6145, 400 N. Michigan Avenue, Lee Hainline, Mgr.
NEW YORK 17, MUrray Hill 4-3340, 420 Lexington Avenue, Joe Paulsen, Mgr.
OKLAHOMA CITY 1, CEntral 2-3311, 500 N. Broadway, Bill Pullen, Mgr.
DALLAS 5, LAkeside 1-3121, 4321 N. Central Expressway, Alex McCommas, Jr., Mgr.

ABC · STATE and LOCAL FARM PAPERS · APA

Midstream Change of Plan on Gourmet Line Costly Switch: Adler

MONTREAL, April 11—An executive of McCann-Erickson's research affiliate told a short, short story here last week about General Foods, without mentioning that advertiser's name.

"Several years ago," said Lee Adler, client service director of Marplan, before the Advertising & Sales Executives Club of Montreal, "one of the largest U.S. food marketers brought out a line of higher-price fancy foods [Gourmet Foods] with the primary intention of dressing up its line. Only a modest profit contribution was expected.

"After a few years, the line was reevaluated with profitable volume as the principal rather than as the secondary yardstick. Of course, a company's requirements can—and do—change. But in this case, the original 'mix' of objectives was ignored. As a consequence, the line was dropped, with considerable loss to the company in prestige and invested capital."

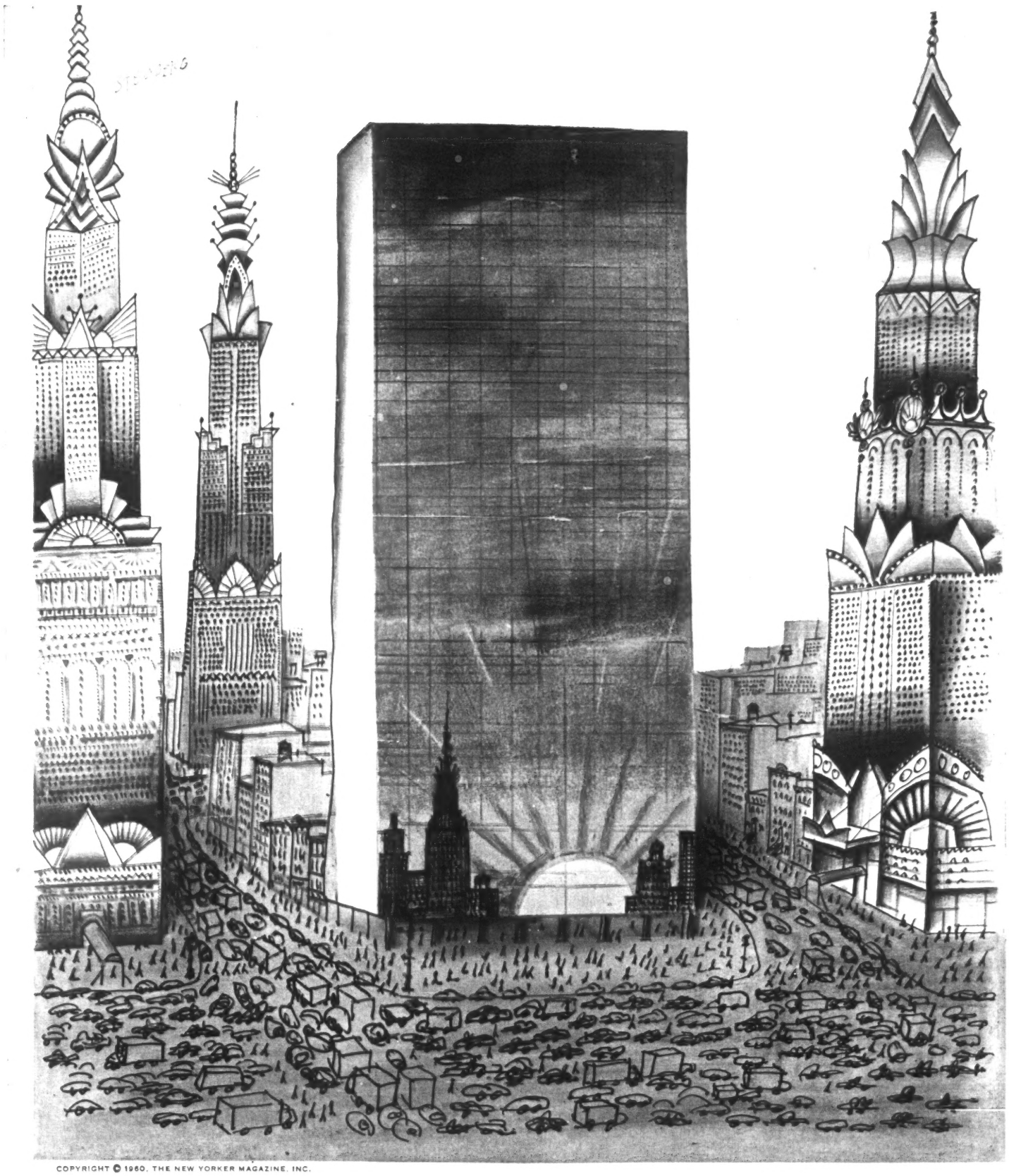
■ Mr. Adler's point, concerned with new product planning, was that companies should not change signals in midstream. "Set up criteria for the evaluation of new product performance and stick to them," he said. "These criteria come from the objectives originally laid down. If a company introduces a new item at a higher price than its regular line to serve as a prestige leader, the company should generally not expect to achieve as much volume as it would with a more moderate price. But if a company later evaluates the item from a volume standpoint, it's obviously not going to measure up."

Mr. Adler cautioned against using "general rules of appraisal" in the new product field. He said a tobacco company that could expect to get 0.5% of the cigaret market "probably has sufficient reason to bring out a new brand," since this would amount to 2.3 billion cigarets. On the other hand, a 2% share of the household cleaner market might be insufficient.

■ He urged advertisers to take enough time to allow a new product to catch on. "I find it takes an average of two to three years to go through the whole cycle of product development. Sometimes it takes up to seven or even ten years," he said. #

Group West Moves

Group West Inc., Los Angeles company specializing in ad creative services, has moved to 5455 Wilshire Blvd.



COPYRIGHT © 1960, THE NEW YORKER MAGAZINE, INC.

The New Yorker cr..tes

"With today's rising educational level and broadening horizons, the American people are becoming more and more interested in culture and creativity. It is up to publications like The New Yorker Magazine to stimulate this interest, and to projects like Lincoln Center to satisfy the public's artistic needs."

Reginald Allen, Executive Director for Operation, Lincoln Center for the Performing Arts

ONE OF MANY SPECTACULAR VIEWS

of Chicago is captured by cameraman Andy Costikyan for "Mural —Midwest Metropolis". Gordon Weisenborn (second from left) wrote and directed the highly acclaimed, excitingly moving public relations film for the Sperry & Hutchinson Company, through Mayer & O'Brien, produced by . . .

FAN

FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 650 N. Bronson

Rambler Ads Use Pure Oil Test to Knock Mobil Run

DETROIT, April 11—American Motors is cashing in on its Rambler victories in the Pure Oil Economy Tests with a sudden burst of newspaper ads that are obviously designed to snipe at the recent Mobilgas Economy Run, while they boost Rambler.

Page ads broke this week in national editions of the *Wall Street Journal* and the *Christian Science Monitor*, plus dailies in New York, Detroit, Philadelphia, Chicago, Los Angeles and San Francisco. The ad plays up the Pure Oil tests, held in February at the Daytona International Speedway, as the "biggest, toughest 1961 economy contest of all."

TOUGH TEST—*Rambler is using this ad in dailies to promote its showing in the Pure Oil Economy Tests as an antidote to rivals' ads on the Mobilgas Economy Run.*

A week ago, Rambler used its full list of some 2,500 newspapers for an ad that showed Rambler's driver with an armful of trophies, alongside other drivers with fewer trophies. This ad, which ranged from 400 to 1,500 lines, also played up Rambler's gasoline mileage.

Rambler will continue to plug the Pure Oil results in upcoming newspaper ads, but with less emphasis. A new ad, breaking this week, shows six 6' men sitting in a Rambler Classic.

■ The Pure Oil ad features an aerial map of the Daytona Speedway, with call-outs indicating points where cars (1) had to make complete stops, (2) had to accelerate quickly to maintain the required 40 mph average, and (3) maintained a minimum speed on the backstretch of 65 mph. "No chance for special economy run driving techniques on this course," read the adjacent copy.

Body copy also said, "Every U.S.-built production car is eligible to compete. None are barred, as in some other runs." This was an obvious reference to the Mobilgas run, from which Rambler Americans were barred (AA, March 20). Rambler did not participate at all in the Mobilgas run.

The Pure Oil test ads, incidentally, are helping to boost Rambler's newspaper linage for March and April to about 5% higher than last year. Rambler is sticking with newspapers—as one agency man said, "There's no reason to change now, because newspapers have done a good job for us."

Geyer, Morey, Madden & Ballard is the Rambler agency. #

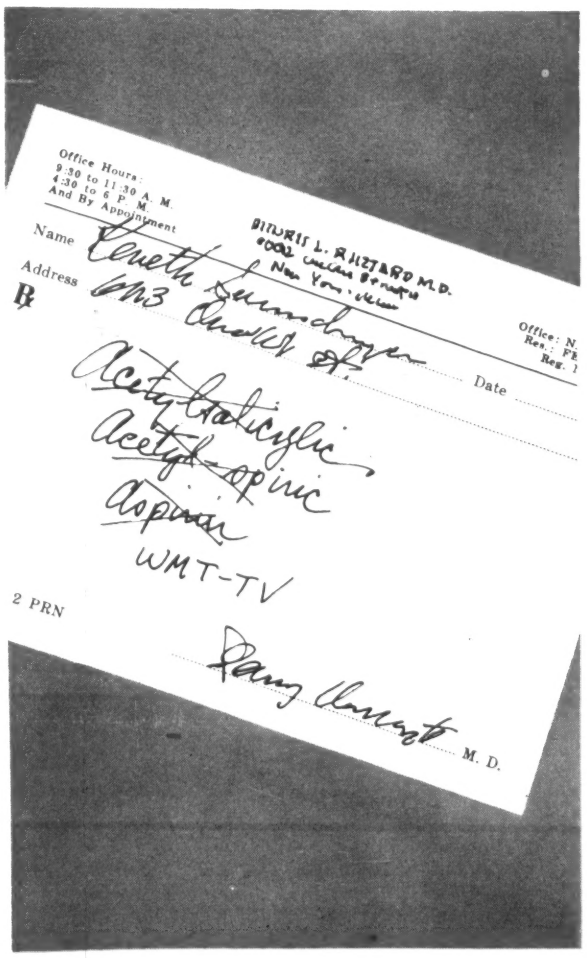
All You Need to Know About Aspirin, or More

CHEMISTS and pedants call it acetylsalicylic acid. Chap name of Gerhardt whipped it up in 1853, but it wasn't until deadlines became common that anyone could think of a use for the stuff. Actually, Heindrich Dreser, researcher for Bayer in Germany, was looking for a palliative for rheumatoid arthritis sufferers who couldn't stand the side effects of salicylates, real stomach bombs widely used around 1899, when he tried old Gerhardt's concoction. It worked.

One thing led to another. Some character with arthritis and a hangover took it, felt better, and *schnapps* sales boomed. It was serendipitous for drinkers but eventually tough on Bayer. The name aspirin evolved after a generation of prescription-fillers got headaches trying to read acetylsalicylic acid, scrawled by doctors not famous for calligraphy. It became acetyl-spiric, then aspirin, and not a minute too soon.

Bayer's U.S. patent expired in 1917, followed in a few years by schnapps itself, it said there in the 18th Amendment. After a long legal hassle, Bayer saw the courts decide that the name had entered the public domain, or whatever words enter when they become common nouns.

That aspirin relieves pain and reduces fever is pretty well established. The reason for this is another matter, perhaps hidden deep in the Antarctic of the body. Some 17 billion aspirin are produced annually in the U. S. Eastern Iowans consume less than their share, since they have fewer headaches, and WMT-TV, CBS Television for Eastern Iowa. Cedar Rapids-Waterloo. Affiliated with WMT Radio, K-WMT Fort Dodge, WEBC Duluth. National Representatives, The Katz Agency.

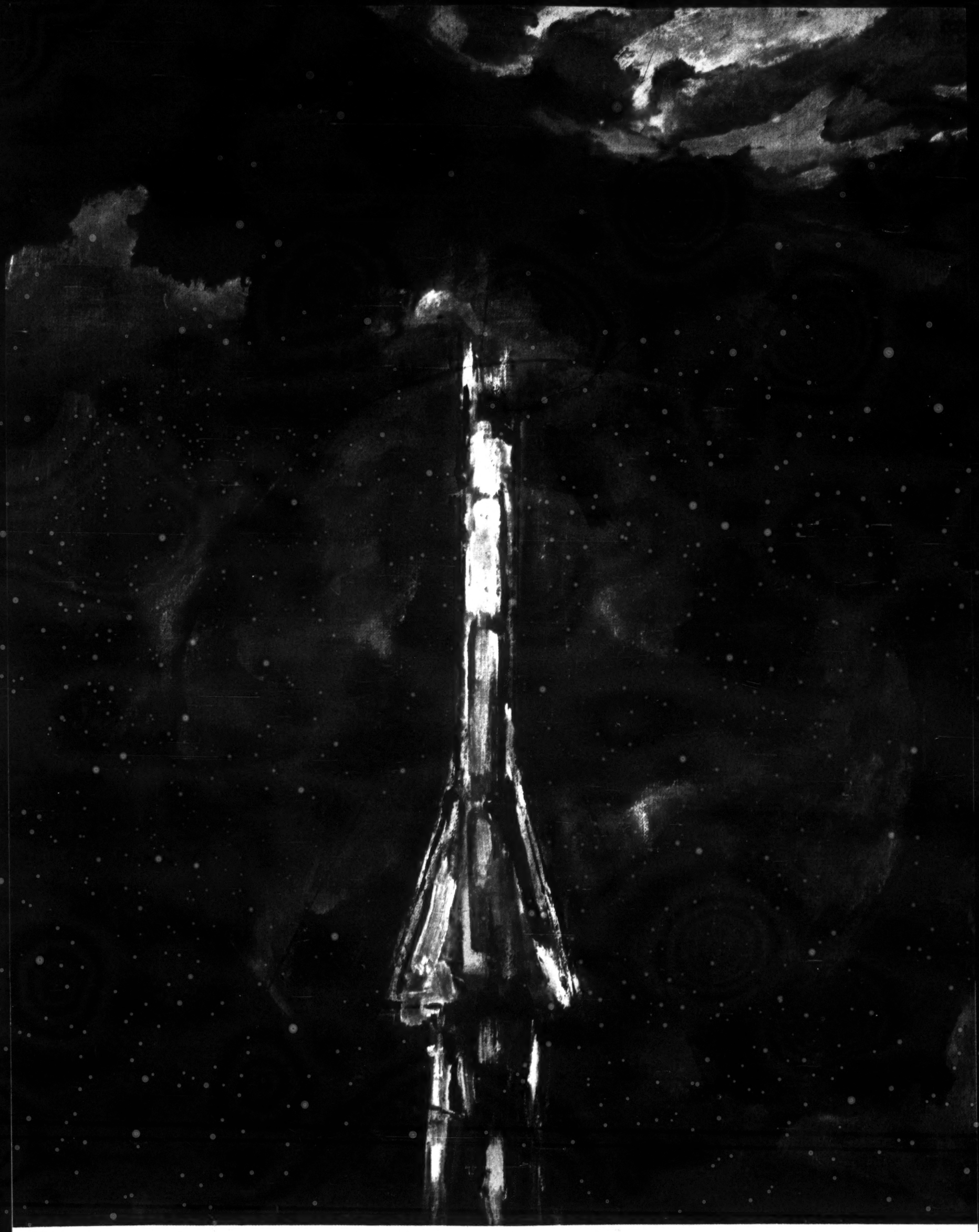


Cowan Heads Brandeis Communications Research

Louis G. Cowan, onetime president of CBS Television, has been named director of the new communication research center at Brandeis University, Waltham, Mass. Henry Morgenthau III, executive producer of WGBH, education tv station in Boston, is associate director. Mr. Cowan, who left CBS in December, 1959, is currently a visiting lecturer at Columbia University's Graduate School of Journalism. His book on communication will be published by Harper's next year.

Technicolor Gets Hartley

Technicolor Inc., New York, has acquired Hartley Co., Pasadena, Cal., in exchange for an undisclosed number of shares of Technicolor common stock. Hartley makes ball point pen cartridges, as well as being engaged in chemical research and the design and production of automated machinery. Hartley Sears, president of Hartley, was elected a director of Technicolor.



Man's exploring mind spurs the huge aircraft-missile industry along at a fantastic pace. Communicating with the engineering mind in its own special language is a challenging editorial responsibility. **Aircraft & Missiles,** one of Chilton's 19 outstanding business magazines, does it with unquestioned success and authority. **CHILTON COMPANY,** Chestnut & 56th Sts., Phila. 39, Pa.

'Outdoor Lighting' Bows

Harsh Publications, Box 91, South Milwaukee, Wis., has launched a new quarterly magazine, *Outdoor Lighting*. M. C. Harsh, formerly with Line Material Industries, Milwaukee, is publisher of the new publication. *Outdoor Lighting* has a guaranteed circulation of 9,306. Rate for a b&w page, one time, is $385.

Schick Safety Names Kent

Curtis Kent, sales promotion manager of Schick Safety Razor Co., division of Eversharp Inc., has been named advertising manager, with headquarters in Culver City, Cal.

'Moore County News' Is Daily

Moore County News, Dumas, Tex., semi-weekly, has begun daily publication. The newspaper increased from weekly to semi-weekly publication in 1957.

'Parade' Sets July Move

Parade, New York, has announced that it will move its offices to 733 Third Ave. in July.

Glamorene's New Radio Drive Spoofs Kiddies, Testimonials

CLIFTON, N.J., April 11—Glamorene Products this week kicked off the biggest spring cleaning advertising push in its history, earmarking more than $250,000 in a two-media promotion of its line of household cleaners.

Spot radio got the lion's share of the budget, with the remainder going to print; 13-week radio schedules are being run on about 51 stations in 45 markets. Between 15 and 50 spots per week per market are used.

A series of six light-hearted commercials spoof several techniques which Glamorene's agency, Riedl & Freede, feels have been overworked lately by radio advertisers. The ads poke fun at the excessive use of children in commercials, the too frequent attempts at humor and the heavy emphasis on sound effects. Another ad kids testimonial commercials:

Agent: My friend, I understand you are in charge of the Glamorene oven cleaner commercials.

Producer: That's right.

Agent: Testimonials—that's what you need, testimonials. I represent the finest names in endorsements today.

Producer: No, we're not using . . .

Agent: Listen, I'm not talking about glamorous Hollywood stars. I'm talking about believable, ordinary people. I got a nice, old lady in Peoria who loves the easy way Glamorene oven cleaner squeezes on from that plastic tube with the built-in sponge applicator.

Producer: Sorry, but . . .

Agent: Would you consider a sweet, young housewife . . .

■ The radio spot ends with the unrelenting agent suggesting, "Maybe you could use a Boy Scout troop that cleans its barbecue grills with Glamorene?"

Radio will be backed with small-size magazine ads, including 10 in *Good Housekeeping* and about six each in *Parents' Magazine* and *Sunset Magazine*. Glamorene also runs a continuous schedule in a long list of business publications. The company may add Sunday supplements to its schedule. #

'Trampoline' Is Generic, U. S. District Court Rules

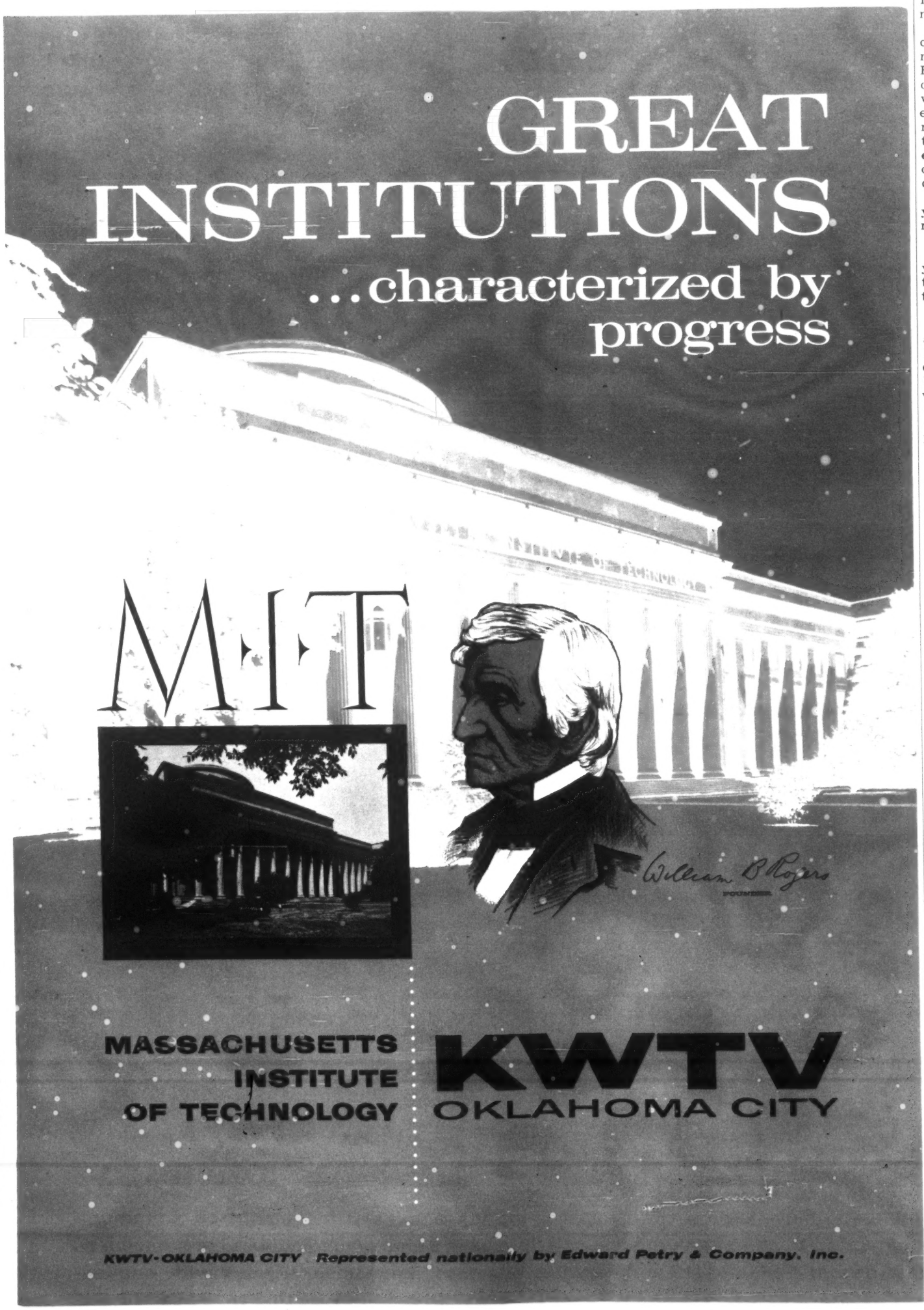
Judge Roy L. Stephenson, in U. S. district court in Des Moines, has ruled that the word "trampoline" is generic. The ruling came in a trademark suit brought by Nissen Trampoline Co., Cedar Rapids, against American Trampoline Co., Jefferson, Ia. Judge Stephenson declared the trademarks "Nissen Trampoline" and "Tramp" are invalid.

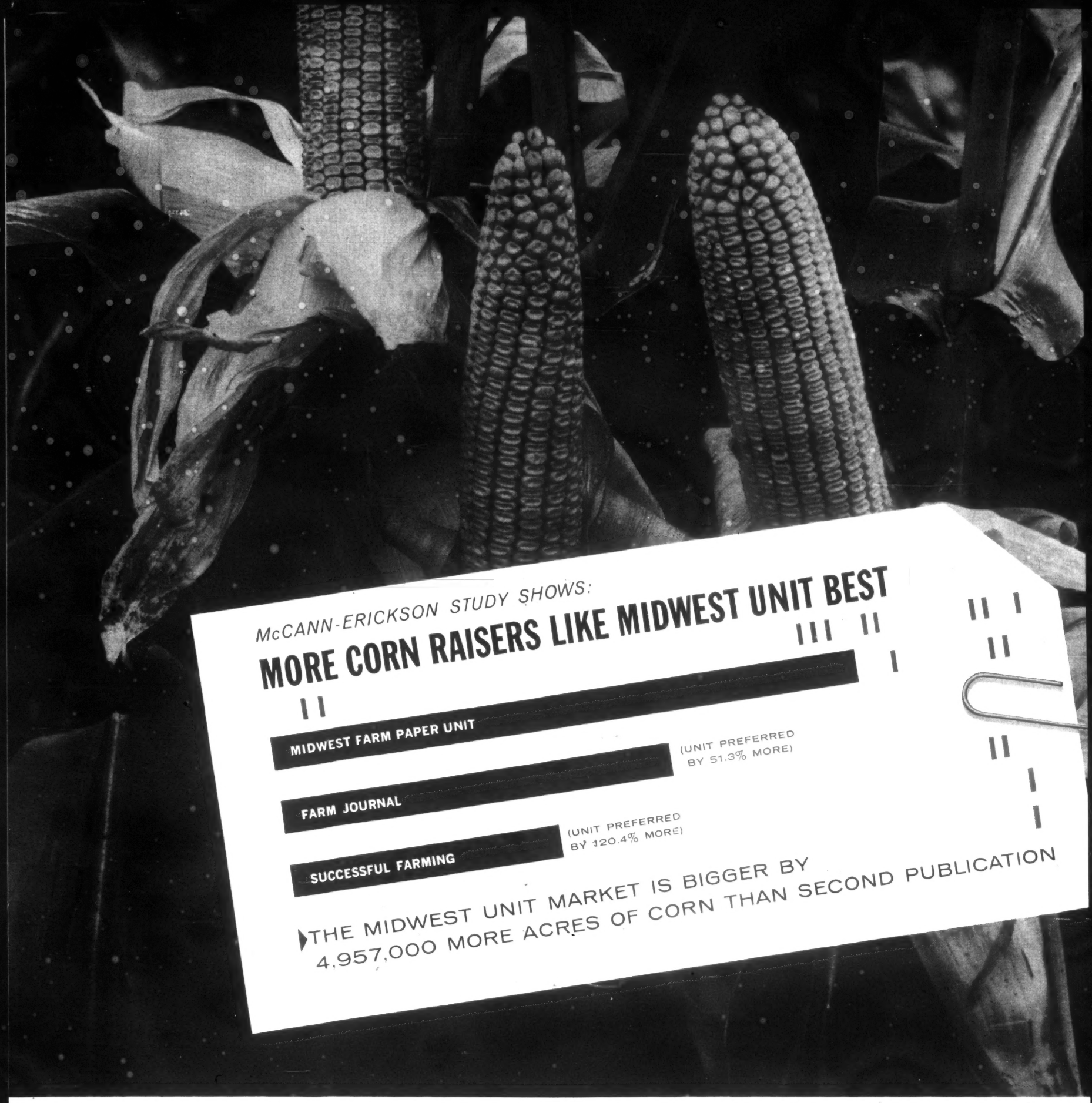
Yaffe Adds Three Accounts

Fred Yaffe & Co., Detroit, has added three accounts which are expected to bring a total of $250,000 in new billings. They are National Vacuum Co., A.E.S. Hi Fi Components, and Crane Budget Bureau. National Vacuum and Crane are new organizations. A.E.S., a Cleveland company, did not have a regular agency previously. The accounts will use newspapers and tv, with radio picking up in the summer months, the agency said.

Hague Joins 'Asia Magazine'

Elliot Hague, formerly with *Sales Management*, has joined the U. S. sales staff of *Asia Magazine*, English-language newspaper supplement to be launched from Hong Kong in October (AA, March 27). Mr. Hague will be headquartered in New York as eastern advertising manager.





McCANN-ERICKSON STUDY SHOWS:

MORE CORN RAISERS LIKE MIDWEST UNIT BEST

MIDWEST FARM PAPER UNIT

FARM JOURNAL (UNIT PREFERRED BY 51.3% MORE)

SUCCESSFUL FARMING (UNIT PREFERRED BY 120.4% MORE)

THE MIDWEST UNIT MARKET IS BIGGER BY 4,957,000 MORE ACRES OF CORN THAN SECOND PUBLICATION

Your Unit bonus: Top choice with top income farmers

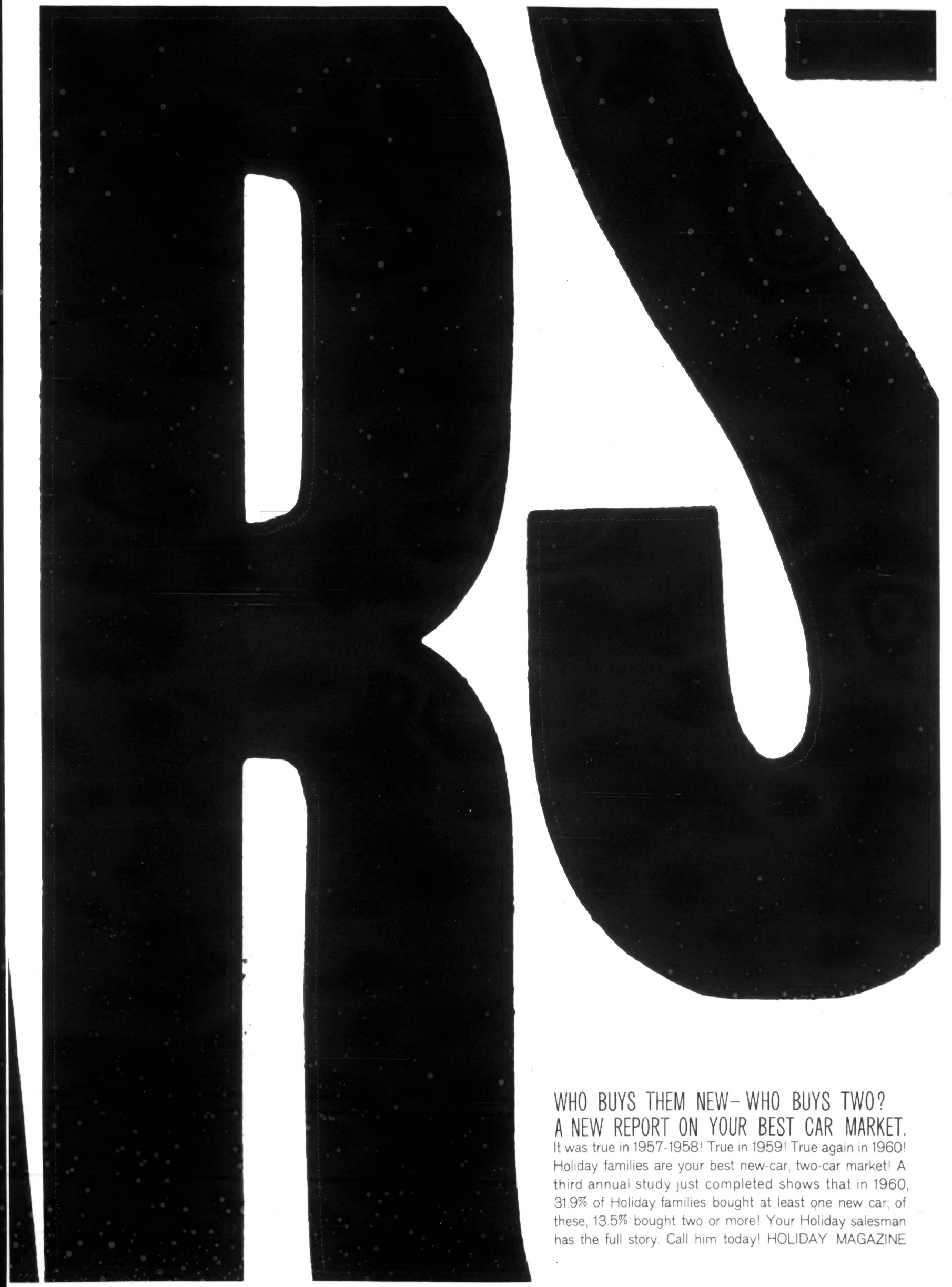
In every classification—swine, dairy, poultry, corn, cropland, tractors, trucks—total preference and preference of the top producers go to Midwest Farm Paper Unit. The new McCann Erickson study is packed with useful, unbiased facts and figures. It gives you a new measure of your sales potential in "the world's richest farm market"—a new gauge of effective advertising coverage. Write your nearest sales office for a free copy of this eighty-two page study now.

MIDWEST UNIT *Farm Papers*

MIDWEST FARM PAPER UNIT

SALES OFFICES AT: 35 E. Wacker Drive, Chicago 1 • 250 Park Ave., New York 17, New York • 110 Sutter St., San Francisco 4 159 S. Vermont Ave., Los Angeles 4.

NEW



WHO BUYS THEM NEW– WHO BUYS TWO? A NEW REPORT ON YOUR BEST CAR MARKET.

It was true in 1957-1958! True in 1959! True again in 1960! Holiday families are your best new-car, two-car market! A third annual study just completed shows that in 1960, 31.9% of Holiday families bought at least one new car; of these, 13.5% bought two or more! Your Holiday salesman has the full story. Call him today! HOLIDAY MAGAZINE

PHOTO REVIEW OF THE WEEK

OUTDOOR CAMPAIGN—*Charcoal Brix Co. has scheduled a first time outdoor poster campaign in six East Coast states. "Fire glow" effect is achieved by showing burning charcoal at right in radiant red color. The outdoor push will be supplemented by radio. S. E. Zubrow Co. is the agency.*

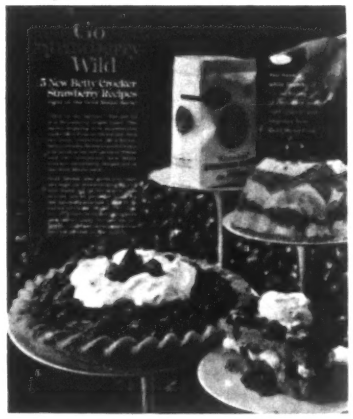
Lane Gerth Davey LeConte

HONOR—*A plaque commemorating the fact that Davey Tree Surgery has advertised in every issue of Sunset Magazine for 25 years is presented to Keith Davey, president of the company. Ed Gerth, of Gerth, Brown, Clark & Elkus, agency for the account, holds the plasue. Looking on are Laurence W. Lane Sr., board chairman, Lane Publishing Co., and Al LeConte, Sunset rep, who together sold Mr. Gerth on the first Sunset insertion. Mr. LeConte is still servicing the account.*

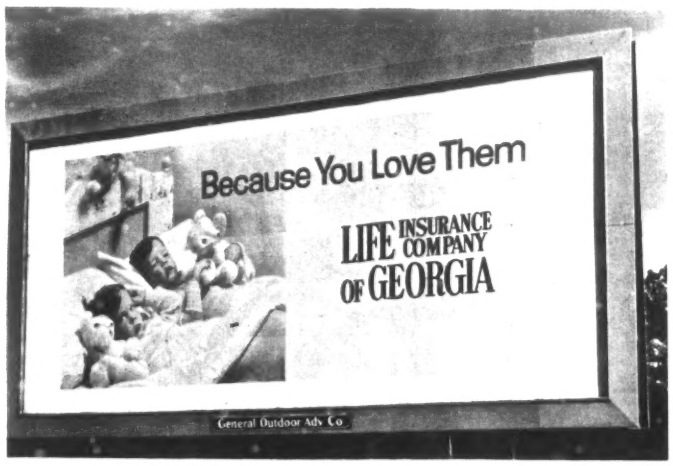
Dealey Brooks Carroll DuPont

Moroney Burke Baxter Miller

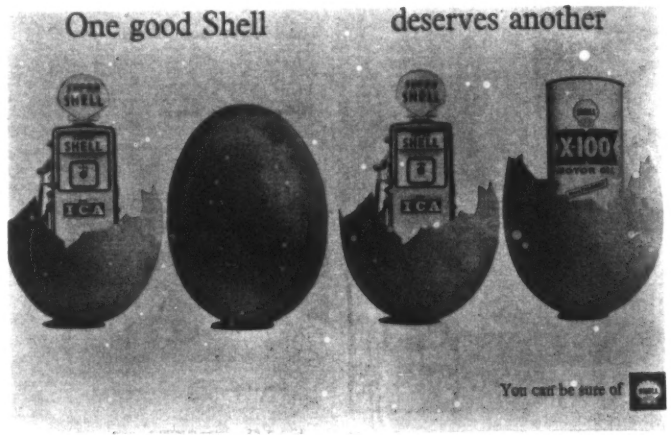
OPENING—*Among the 1,000 broadcasting, advertising and business executives attending the opening of the new $3,500,000 studio of WFAA, Dallas, were Joe Dealey, president, and James M. Moroney Sr., vice-chairman of the board of Dallas Morning News, parent company of the tv, am and fm outlet, welcoming Randall E. Brooks, Rogers & Smith; Timothy Carroll, TV Guide; Larry DuPont, Tracy-Locke Co.; R. J. Burke, R. J. Burke Advertising; Don Baxter, Don L. Baxter Inc.; and Paul Miller, James H. Susong Advertising.*



STRAWBERRY—*General Mills will use ads like this in Sunday supplements plus tv announcements during the fresh strawberry season in May for its Gold Medal flour. Flour sacks will feature a refund offer on strawberries. Dancer-Fitzgerald-Sample is the agency.*



BECAUSE—*Life Insurance Co. of Georgia is using radio and outdoor throughout its 11-state territory pushing its "Because you love them" theme. Liller, Neal, Battle & Lindsey is the agency.*



BULLETIN!—*Mather & Crowther, London, which has just been named to handle all automotive products for Shell in Britain (AA, April 3), uses only 11 words in a new newspaper campaign linking up Shell gas with Shell motor oil—a sharp contrast to Shell's 1,100-word ads now being used by Ogilvy, Benson & Mather in the U.S. Francis Ogilvy, elder brother of David Ogilvy, is managing director of Mather & Crowther.*

Lathers Storozuk Ribokas Montgomery

Baker Caserta Allen Walsh

COLLEGIATE CONFERENCE—*Maid Marion Montgomery, of Henri, Hurst & McDonald; Frank Baker, of Grant, Schwenck & Baker and president of the Chicago Federated Advertising Club; and Frank Walsh, of Campbell-Mithun, answer questions from college students at a discussion session during the four-day Collegiate Advertising Conference sponsored by the CFAC and the Women's Advertising Club of Chicago. Getting some practical tips on advertising are Mary Ellen Lathers, University of Wisconsin; Robert Storozuk, Roosevelt University; Vicky Ribokas, Creighton University; Timothy A. Caserta, Loyola University of the South; and Jeannie Allen, Oklahoma State.*

ON THE MAP—*This model studies a map to find the best way to get to the Public Utilities Advertising Assn.'s 1961 convention in Detroit May 3-5.*

Of the top 10 markets in the U. S., nine are cities but one is a state! Iowa with a population of 2,757,537 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston. The unique circulation*of the **Des Moines Register and Tribune** puts Iowa in the top ten—it reaches nearly 70% of the whole state!

*For example, though the daily Register and Tribune gives saturation coverage to the city of Des Moines, yet this accounts for only 30% of the total daily state-wide circulation of over 350,000 families, all over Iowa. And these papers are 85% home delivered!

Ad Career Didn't Help Me at All, Bowles Tells CBS

(Continued from Page 3)

that time to make some money and then go into public life, or did you intend to stay . . .

Bowles: I made up my mind I was going to get into public life as soon as I could. When I was 37, I think, or 38, I left business and went to government.

Niven: You and Mr. Benton founded your firm when you were 28 or 29 . . .

Mr. Bowles: 27 or 28.

Niven: And at that time you presumably intended to make a career right there in advertising?

Bowles: No. I was really intending to get out in a few years, and did. I wanted to get out by the time I was 35. I made it when I was 38, I think.

Niven: Much of the criticism of advertising comes from people who are now at least your fellow Democratic liberals. Do you share their views? For instance, Mr. Galbraith has talked about a federal tax on advertising, and there have been many criticisms of the ideology and the rationale of Madison Ave. from Democratic liberal sources.

Do you share their views or . . .

Bowles: Well, I would criticize a lot of it. There's a phoniness that runs through a lot of it, and I don't ever welcome that anywhere. It's a necessary thing. It's an important enterprise in business. It contributes a lot, or should contribute a lot, to helping hold down prices by getting bigger markets, and all the rest. But I've hardly thought about it in 20 years. It's been 21 or 22 years since I've even been inside one of those things.

Niven: One of your biographers said that you brought to your work the greatest asset an advertising man can have, the unquestioning conviction that bigger sales of whatever product he was interested in at the moment would make the world healthier, happier, and more prosperous.

Bowles: I deny it.

Niven: You deny it. You don't think you ever had that attitude?

Bowles: Not at all. That's ridiculous, of course.

Niven: You didn't invest your every account with a social . . .

Bowles: Oh, Lord, no. That would be very silly. No. This is 22 years ago since I've even seen an advertising agency.

Niven: You've also been quoted as saying that many phases of advertising always repelled you.

Bowles: Well, the phony part of it, the great exaggeration. But one thing I think is very important, that isn't realized lots of times [is] that advertising and public life are 1,000,000 miles apart. In advertising, people try to appeal to people who have some money. Perhaps they go down to the $4,000 or $5,000 level, but they rarely go below that, because this isn't a big enough market.

In public life and politics and democracy, the people with the smaller incomes are just as important as anybody else.

Niven: Well, in your campaigns for elective office later, did you bring to your campaigns any of the techniques which you'd learned?

Bowles: No, I don't think [so]. I didn't learn anything out of [advertising that ever helped] me with government at all, ever. As a matter of fact, I wished I hadn't spent the time, and if I were doing it over again I would have gone into government immediately after college, and stayed in it.

I figure I lost 15 years I might have used some other way, that I think I would have perhaps enjoyed more and contributed more.

Niven: On the other hand, didn't those 15 years give you a financial security . . .

Bowles: Not much, not much.

Niven: Not much? Well, your colleague, Mr. Benton, when he ran for senator from Connecticut, I think he said, didn't he, that he was using many of the techniques, in image projection, that he had picked up?

Bowles: Well, it never taught me anything.

Niven: It didn't?

Bowles: As a matter of fact, I think advertising techniques are what cost the Republican party so many elections. They use too many of them, I think.

Niven: Didn't you use any at Los Angeles, as chairman of the platform committee?

Bowles: I just read a platform.

Niven: Well, Mr. Stevenson, among other Democrats, has complained that the idea that you can merchandise candidates for office like breakfast cereal is the ultimate indignity to the democratic process.

Bowles: Well, I couldn't agree more. I think that is completely true.

Niven: And you, you resent the so-called hucksterization of politics?

Bowles: Yes. And I don't think it works. You see, in advertising, things are exaggerated. If you exaggerate the qualities of a soap or a breakfast food and go into a lot of wild adjectives about how wonderful they are, people sort of smile and they buy the soap or breakfast food. But decisions in government are serious questions involving tremendous issues and stakes, and it just doesn't apply very well, I don't think. I think that the people who do try to apply it usually find it fails.

I don't want to get into personalities, but I could mention several people who I think were ruined in public life by trying to use those techniques. They don't work very well.

Niven: They don't even work in getting you elected, apart from helping you afterwards?

Bowles: No. I don't think they do. The repetition of simple ideas, after all, that has nothing to do with advertising. People have known that—clergymen have known that—for 1,000 years.

Niven: You and Mr. Benton founded your [agency] in 1929, just before the depression.

Bowles: Just before the depression.

Niven: I read somewhere that in your first six months you only had $25,000 in billings and faced bankruptcy. How did you turn the corner? Do you remember?

Bowles: Well, we worked very hard at a lot of things, and gradually everything began to go well. We had to work very hard. But those years seem a long, long way off. You've made me think of them for the first time in ten years, I think.

Niven: Much of your success was in radio, of course, wasn't it?

Bowles: We did some, yes.

Niven: Well, sir, did there come

How a Spokane Retailer* Sells a market that's

"My customers come not from metropolitan Spokane alone but from the total 36-County Spokane Market."

"Since Pay Less Drug Store was established over 28 years ago, 95 per cent or more of our ad budget has been devoted to newspapers. And we have had substantial sales increases in every succeeding year during this period. This success is largely due to the fact that our advertisements in The Spokesman-Review and Spokane Daily Chronicle sell merchandise to people throughout the 36 counties of the Spokane Market."

JOE O'LAREY
PAY LESS DRUG STORE
SPOKANE, WASHINGTON

* Pay Less Drug Store is the world's largest self-service drug store. Pay Less recently opened its second store, and ground has been broken for a third.

BUILD SALES WITH PROMOTIN' PROMOTERS
BALLS
BALLOONS
BARR premiums build sales inexpensively.
Hundreds of sizes, shapes and colors.
Proven Sales Builders
Can Barr premiums help in *your* promotion? Write us about your need and our Art Department will furnish a free design and message. We'll give you real sales building ideas.
Write
The BARR RUBBER PRODUCTS COMPANY
SANDUSKY, OHIO

a time, there in your offices in Madison Ave., when you said, "I want away from all this; I want to go to Washington and serve the government?"

Bowles: Oh, yes. I did. I came down a good deal during the 1930s, when Roosevelt was here; [I] did a lot of odd jobs of various kinds, and then when the war started I went into government, and have stayed ever since, in one way or another. #

Chet, You've Been Away Too Long: Lusk

(Continued from Page 3)

areas, including market research and the use of media.

"Television, the medium on which Mr. Bowles chose to issue his remarks, was still in its infancy when he was an advertising agency executive, for instance. Mr. Bowles also, apparently, is unaware that there has been a great democratization of the consuming public in the last 20 years, and that most advertising today appeals to every consumer, regardless of his or her income. When Mr. Benton left the agency in 1935, the gross national product was only $72.5 billion. Six years later, when Mr. Bowles left, it was $125.8 billion. In 1961, the GNP will reach somewhere between $505 billion and $510 billion, an increase of 600% over 1935 and 300% over 1942.

■ "There are, in fact," continued Mr. Lusk, "more buyers than there are voters today. People at all levels of income buy automobiles, houses, clothing, food, drugs, soap, toothpaste, cigarets, life insurance, household supplies.

"Mr. Bowles, I am afraid, is guilty of exaggeration when he says things are exaggerated in advertising.

"I think he should be reminded that the consumer of today, in contrast to the consumer of 20 years ago, is much more sophisticated and has been exposed to a much greater amount of advertising. Today advertising, without believability, would fail. We at Benton & Bowles have never in our memory used what Mr. Bowles termed 'wild adjectives' in describing the products and services of our clients."

Mr. Lusk added that repetition in advertising is "simply one of the soundest aspects of advertising and has been since psychologists, after careful study, brought out the fundamental factors of learning and communication. Repetition has a great deal to do with advertising, just as it has a great deal to do with all areas of communication."

BENTON & BOWLES VS. BOWLES, ROUND III?

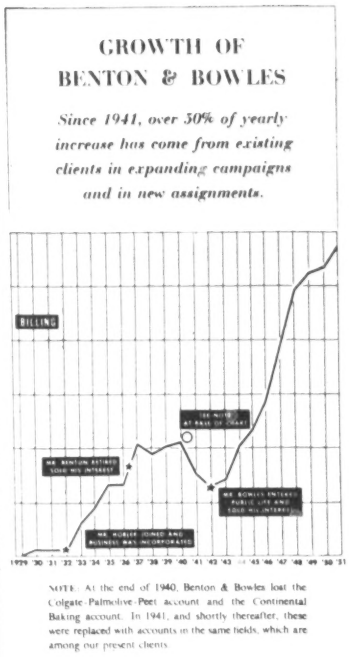
NEW YORK, April 11—When Robert E. Lusk, president of Benton & Bowles, hastened to reply after Chester Bowles had told a CBS interviewer that advertising and government were millions of miles apart, he enacted another scene in a continuing drama of irritation which has been playing at intervals all during the postwar period.

When Chester Bowles followed William Benton out of the agency business and into politics, he sold his interest, and the agency name, to his associates. It has been mutually annoying since.

For by the time Mr. Bowles had become head of the Office of Price Administration, his old agency had the National Assn. of Manufacturers as an account. The NAM was dedicated to the principle of the rapid abolition of price control, and the scathing NAM ads raked Mr. Bowles where he was most sensitive. As Washington cocktail party goers discovered that Mr. Bowles was being, in a sense, the victim of his own creation, their hilarity was doubly annoying.

■ Mr. Bowles told friends he had made a mistake in selling the agency name; that he should have insisted that the name be changed after he and Mr. Benton (by then, Sen. Benton) were no longer part of its management.

But the far-ranging political activities of Messrs. Bowles and Benton had their effect on the agency, as well, and a number of years later it published a house advertisement in which it graphed its growth in billings, and carefully pointed out that the growth had come, for the most part, after William Benton and Chester Bowles had left the agency. #



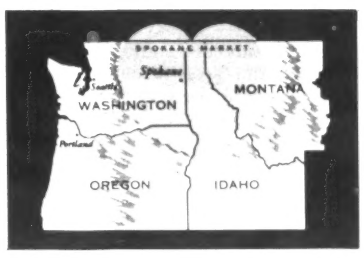
NOTE: At the end of 1940, Benton & Bowles lost the Colgate-Palmolive-Peet account and the Continental Baking account. In 1941, and shortly thereafter, these were replaced with accounts in the same fields, which are among our present clients.

TURNING POINT—*This graph, which indicates that Benton & Bowles' big surge occurred after the departure of Messrs. Benton and Bowles, appeared in a B&B house ad in Advertising Age Jan. 7, 1952.*

Washington Apple Group Launches Radio Push

Washington State Apple Commission, Wenatchee, has launched a new campaign to promote its winesap apples, using radio spots in 76 cities. Another 15 to 20 cities may be added on recommendation of the commission's field men to tie in with local promotions by chain and voluntary retail groups. Cole & Weber, Seattle, handles the account.

4 TIMES AS BIG AS IT LOOKS



Here's proof the Spokane Market is the one big exception to the Metro area concept of measuring a market.

Pay Less Drug Store doubled, tripled, even quadrupled sales in just a few years — *and principally because of customers who live in 35 counties outside Metropolitan Spokane!*

Over 1.1 million people live in the Spokane Market. Their income exceeds $2.1 billion annually. They spend over $1.4 billion at retail.

No Pacific Northwest sales job is complete until this major market is sold. Papers published in coastal cities 300 miles away can't do it. It can be sold economically, effectively *only* from Spokane — with the two dailies Spokane Market families consider "local" papers: The Spokesman-Review and Spokane Daily Chronicle.

These Spokane dailies reach over 9 out of 10 families in Metro Spokane; 7 out of 10 families in the 24-County Retail Trading Zone; approximately 5 out of 10 families in the FULL 36-County Spokane Market.

They penetrate to the very core of buying impulses . . . cause thousands to buy merchandise in local stores throughout the 36-County Market . . . prompt thousands more to travel to Spokane and shop.

Whether you sell drugs, general merchandise or food the Spokane Market is an "A" Schedule *must — a market 4 times as big as its metro area!*

Give your business the stimulus of an advertising campaign in The Spokesman-Review and Spokane Daily Chronicle.

Measuring Only the Metro Area Misses the Real Sales Volume of the Spokane Market

	Metropolitan Spokane	36-County Spokane Market
POPULATION	291,100	1,159,200
NET INCOME	$578,498,000	$2,118,727,000
RETAIL SALES	$379,688,000	$1,428,990,000

Source: Sales Management, "Survey of Buying Power," July 10, 1960

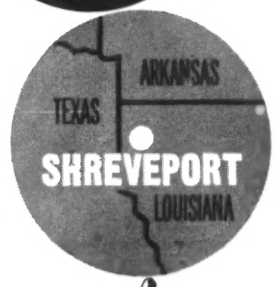
Spokane is a Burgoyne Grocery and Drug Test City

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Cover the Inland Empire like the sunshine

Advertising Representatives: Cresmer & Woodward, Inc. Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine.

KSLA TV



KSLA-TV
SHREVEPORT
LOUISIANA

1000 SALES IDEAS ONLY $10

Successful ideas from successful companies on

SALES, MERCHANDISING, ADVERTISING, PROMOTION!

Each month, for a year, you receive Briefed with its 100 or more sales-tested, profitable experiences . . . showing results produced . . . as reported in the nation's leading business and trade publications. Adapt them to your own profitable use. Worth many times the $10 you send!

briefed

FOR THE BUSY EXECUTIVE

400 Madison Ave. (Dept. A) New York 17, N.Y.

Don't Cut Ads in Slump, Lewis Urges Financial PR Group

OKLAHOMA CITY, April 12—"When things get a little tough, then is the time to place emphasis on a good advertising program," Harold W. Lewis, vp of the First National Bank of Chicago, told a regional meeting of the Financial Public Relations Assn. here today.

An institution's success in the current economy depends to a large extent on resisting the temptation to cut back on advertising, he said.

"Many financial institutions which enjoyed record earnings in 1960 believe that the 1961 results will not be quite so good," Mr. Lewis reported.

"Administrative officers will carefully examine expenditures, including advertising appropriations . . . This is no time to make advertising the scapegoat of any retrenchment program," he warned, pointing out that successful banks and other institutions have found that the money goes to the organization that keeps its name before the public.

■ Ernest G. Gearhart Jr., vp of the First National Bank of Miami, said banks can no longer afford to wait for business to walk in the front door as a result of advertising or clever merchandising. He suggested increased personal selling of bank services.

Robert A. Bachle, vp of the National Boulevard Bank, Chicago, told the meeting that banks "sometimes direct too much of their business development time toward the solicitation of new customers and too little toward selling additional services to present customers." As a result, he said, a "surprising" number of customers are unaware of the many financial services available to them. #

Barrett McIntosh Anderson Howe

NEW NEW NEW—*New England Mutual Life Insurance Co., Boston, is replacing its New series of ads featuring paintings by American illustrators, with three new campaigns. One series, with the "If you were born in 19—" theme, plays on outstanding events in each year. A second campaign is aimed at getting women to encourage their husbands to get more insurance. A third explains the company's services to business men. Looking over display of ads are Lee Barrett, ad manager; James B. McIntosh, administrative vp; O. Kelley Anderson, president of the company; and Richard O. Howe of BBDO, the agency.*

Wharton Establishes Consumer Panel Study

University of Pennsylvania's Wharton School of Finance & Commerce, Philadelphia, has established a quarterly consumer panel study of families in the Philadelphia area to determine their economic behavior over a period of one to four years. The study is designed to reveal spending and saving patterns, including those following temporary changes in income, such as tax refunds, or temporary unemployment. A random sample of families will be interviewed during April and reinterviewed in July, October and in January, 1962.

The study is being supported by contributions from Armstrong Cork Co., Bell Telephone Co. of Pennsylvania, Federal Reserve Bank of Philadelphia, Ford Motor Co. and Sun Oil Co. National Analysts, Philadelphia, will act as data collecting agents.

Arcade Agency Buys TV Time

Arcade Advertising Agency, Chattanooga, recently sponsored a two-hour prime-time telecast of the "Sergeant York" feature movie on WTVC-TV, Chattanooga. The agency used the seven commercials to promote its services. One announcement featured a display of the products made by Arcade's clients.

Brings out the best...

Black and white has a beauty of its own—colorful contrasts of tone, shades and shadows, a dignity and distinction which requires the finest in graphic reproduction.

Widely known as the leading four-color gravure servicer, Intaglio likewise leads in monotone gravure quality—brings out the best! Offers superior facilities for preparation and proofing of monotone positives and rotoprints for publications, advertisers, and packagers.

Intaglio craftsmen have the skills developed only with time. Of the staff of nearly 600, 35% have been with us ten years or longer—deliver superlative quality in either color or monotone!

FOR the finest in gravure, rely on Intaglio. Pioneers in perfecting gravure reproduction methods, with a quarter century of experience . . . four modern plants in New York, Chicago, Detroit and Cincinnati . . . and seven offices conveniently located for service, Intaglio merits your preference and patronage. Call Intaglio today!

Intaglio SERVICE CORP.

Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 46th St., New York—731 Plymouth Court, Chicago—40 Hague Ave., Detroit—1828 Lewis Tower Bldg., Philadelphia—126 West McMicken Ave., Cincinnati—1932 Hyperion Ave., Los Angeles—544 Market St., San Francisco—

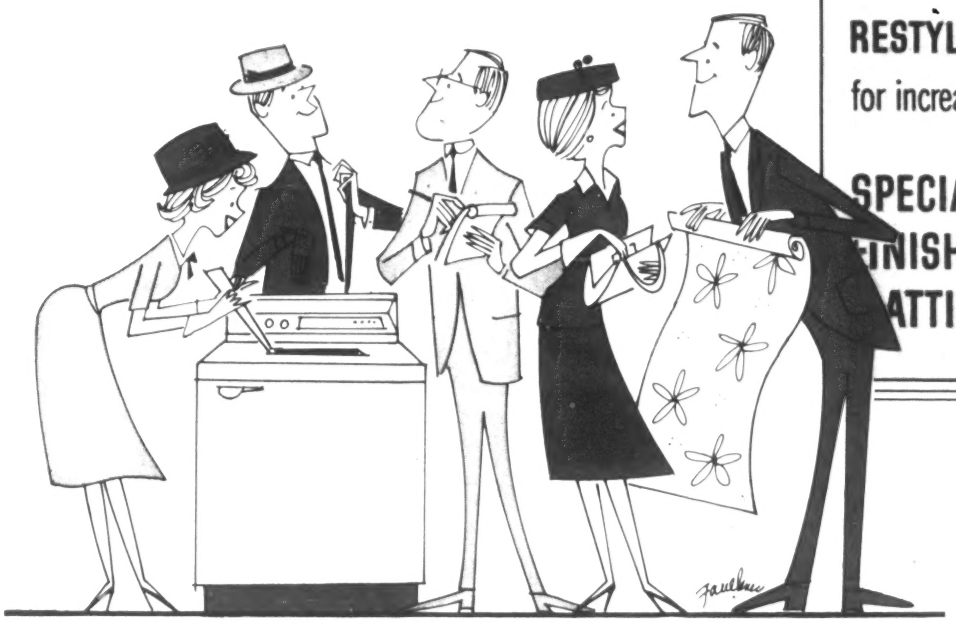
Top Slice of the Mass Market

In the higher income neighborhoods of New York's mass market, The Mirror is strongest. Weakest in the slums.

Take a tip from New York's retail advertisers, who must get results. See how high among New York's seven dailies they rate The Mirror.

Make The Mirror a MUST!

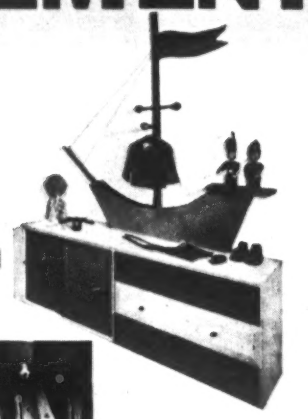
How to catch your customers in a buying mood!



Better Homes & Gardens **1961**

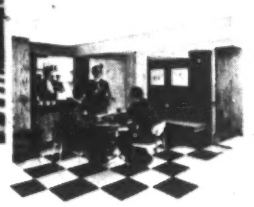
HOME IMPROVEMENT IDEAS

$1.25



How to build space-saving **STORAGE UNITS** that are both specialized and decorative

RESTYLING KITCHENS for increased efficiency

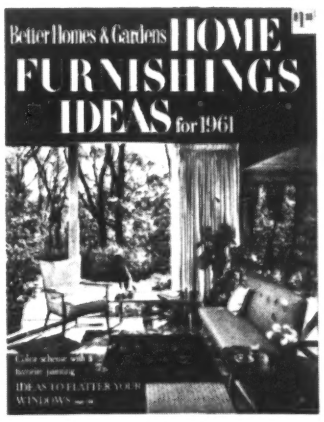


SPECIAL!
FINISHING BONUS SPACE
ATTICS, BASEMENTS, and **GARAGES** page 123

Publisher's estimate, 1962 issue: 180,000
Actual net paid, 1960 issue: 201,565
Next issue closes June 15, 1961
On sale August 22, 1961

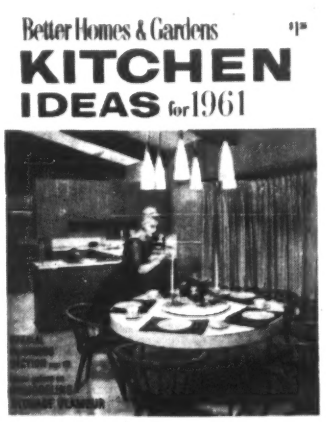
Talk to them through the pages of Better Homes & Gardens Idea Annuals. The men and women who have paid good money for any of these six annuals are looking for ideas they can act upon—ideas that will help them get what they need for happier living. They expect to find these ideas—exciting, attainable ideas—presented by the editors of BH&G's Idea Annuals. And when they do, they're ready to buy.

Isn't this *exactly* the right climate for telling what *you* have to sell that they want to own?



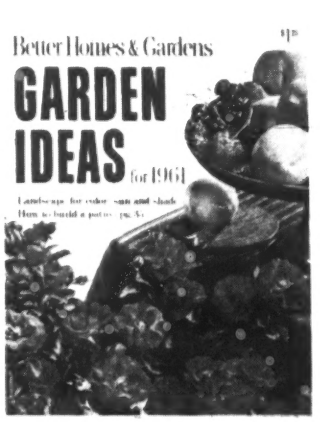
Publisher's est., 1962 issue: 475,000
Actual net paid, 1960 issue: 549,481
Closes: July 14, 1961
On Sale: September 21, 1961

Publisher's est., 1961 issue: 600,000
Actual net paid, 1959 issue: 615,906
Closes: August 15, 1961
On Sale: October 19, 1961



Publisher's est., 1962 issue: 225,000
Actual net paid, 1960 issue: 244,937
Closes: October 16, 1961
On Sale: December 21, 1961

Publisher's est., 1962 issue: 185,000
Actual net paid, 1960 issue: 226,102
Closes: November 15, 1961
On Sale: January 18, 1962



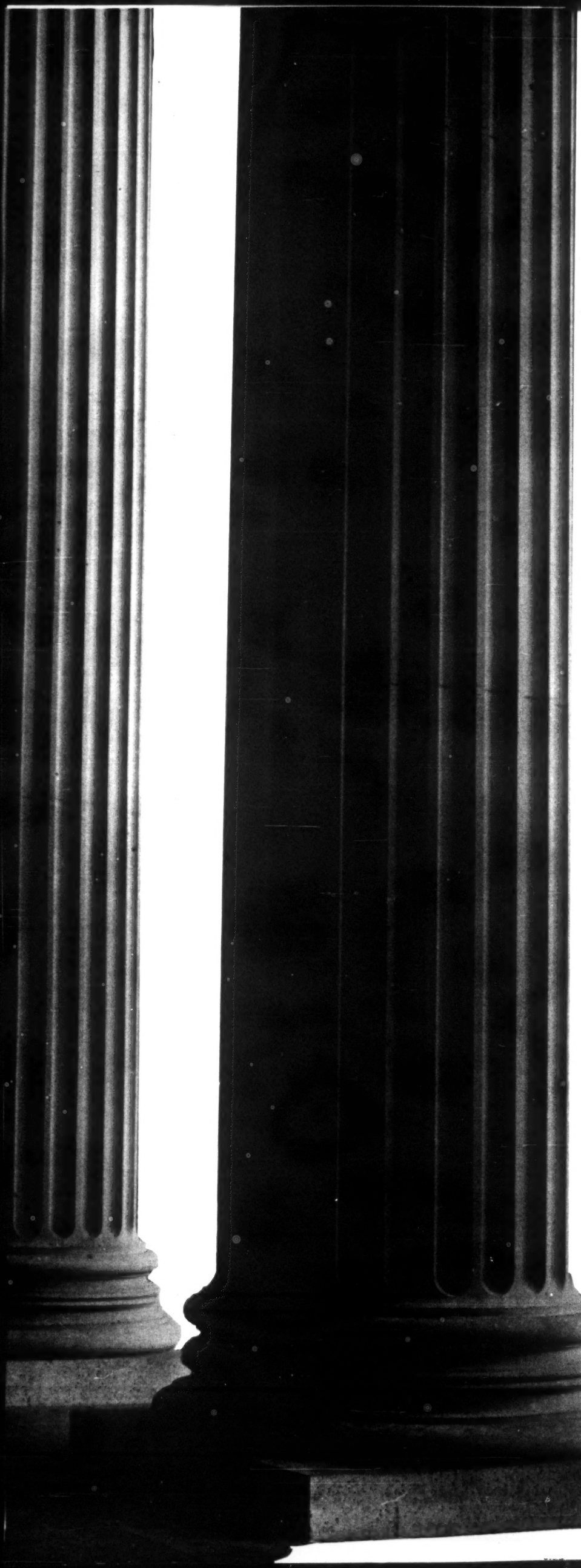
Publisher's est., 1962 issue: 135,000
Actual net paid, 1960 issue: 155,373
Closes: December 15, 1961
On Sale: February 20, 1962

SIX SPECIALIZED SALES IMPROVERS...

Better Homes & Garden- **IDEA ANNUALS**

MEREDITH OF DES MOINES

...America's biggest publisher of ideas for today's living and tomorrow's plans



Of the more than 2,000 business papers now being published, only the 857 shown at right are audited by the Audit Bureau of Circulations (ABC) or Business Publications Audit of Circulation, Inc. (BPA).

Only these publications have gone to the trouble and expense of providing you with an independent, open, complete physical accounting of their circulation, conducted on their premises by a non-profit auditing organization.

Only these publications have recognized the need for experienced field auditors, backed by organizations whose policy control, responsibility, and disciplinary measures rest in the hands of their advertiser, agency, and publisher members.

These publications deserve your support.

HAYDEN PUBLISHING COMPANY, INC.
830 Third Ave., New York 22, N. Y. Telephone: PLaza 1-5530

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A

ABC Weekly Newspaper Rates and Data
Actual Specifying Engineer
Ad News of the West
Advertising Age
Advertising Requirements
Agricultura de las Americas
Agrichemical West
Agricultural Chemicals
Agricultural Engineering
Agricultural Leaders' Digest
AIA Monthly Bulletin, Michigan Society of Architects
A.I.Ch.E. Journal
Air Conditioning, Heating & Refrigeration News
Air Conditioning, Heating and Ventilating
Aircraft & Missiles
Airlift
Air Transportation
American Artisan
American Automobile (The)
American Boxmaker
American Brewer
American Builder
American Business
American City
American Druggist
American Egg & Poultry Review
American Engineer
American Exporter
American Exporter Industria
American Funeral Director
American Fur Breeder
American Gas Journal
American Glass Review
American Hairdresser
American Journal of Cardiology (The)
American Journal of Medicine
American Journal of Nursing
American Journal of Proctology
American Lumberman & Building Products Merchandiser
American Machinist/ Metalworking Manufacturing
American Milk Review
American Motel
American Paint Journal
American Paint and Wallpaper Dealer
American Painter and Decorator
American Paper Merchant
American Perfumer
American Practitioner and Digest of Treatment
American Press (The)
American Pressman (The)
American Professional Pharmacist
American Restaurant
American School Board Journal
American Shoemaking
American Soft Drink Journal (The)
America's Textile Reporter
Amusement Business
Analytical Chemistry
AOPA Pilot (The)
Appliance Manufacturer
Architectural & Engineering News
Architectural Forum
Architectural Record
Arizona Beverage Journal
Arizona Grocers
Arizona-New Mexico Builder & Contractor
Army-Navy-Air Force Journal
Art Direction
Ashrae Journal
Assembly & Fastener Engineering
A.S.T.A. Journal (The)
A.S.T.A. Travel News
Automatic Control
Automatic Machining
Automation
Automotive Chain Store
Automotive Industries
Automotive News
Automotive Service Digest
Automotive World
Automotive World en Espanol
Aviation Week including Space Technology

B

Bakers Review
Bakers Weekly
Baking Industry
Bankers Monthly
Banking
Bar Management
Beer Distributor
Better Building Maintenance
Better Farming Methods
Better Roads
Beverage Bulletin
Beverage Industry News
Beverage Media
Beverage Retailer Weekly
Biscuit & Cracker Baker
Blast Furnace and Steel Plant
Boating Industry (The)
Boating Progress
Boat and Motor Dealer
Boot and Shoe Recorder
Bottling Industry
Boxboard Containers
Boxoffice
Brake and Front End Service
Brewers Digest (The)
Brick & Clay Record
Broadcast Engineering
Broadcasting—The Businessweekly of Television and Radio
Broiler Business
Broiler Growing
Broiler Industry
Buckeye Tavern
Builders Kitchen Guide
Building Construction
Buildings Magazine, incorporating National Real Estate and Building Journal
Building Materials Merchandiser
Building Products
Building Products Dealer
Building Specialties & Home Improvement Dealer
Building Supply News
Burroughs Clearing House
Business/Commercial Aviation
Business Education World
Business Publication Rates and Data
Butane-Propane News
Buyers Purchasing Digest

C

California Oil World
California Stylist
Caminos y Construccion Peseda
Canadian Media Rates and Data
Candy Industry and Confectioners Journal
Canner/Packer
Canning Trade
Casket and Sunnyside
Catholic Building and Maintenance
Catholic Property Administration
Catholic School Journal (The)
Ceramic Age
Ceramic Industry
Chain Store Age— Drug Executives Edition
Chain Store Age— Drug Managers Edition
Chain Store Age— Executives Editions Combination
Chain Store Age— General Merchandise—Variety Store Executives Edition
Chain Store Age— Grocery Executives Edition
Chain Store Age— Grocery Managers Edition
Chain Store Age— Restaurant—Fountain Combination
Chain Store Age— Variety Store Managers Edition
Chef-Culinary Review
Chemical and Engineering News
Chemical Engineering
Chemical Engineering Progress
Chemical Processing
Chemical Week
Chicago Electrical News
China, Glass & Tablewares
Civil Engineering
Cleaning and Laundry Age
Cleaning Laundry World
Club Management
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Connecticut Beverage Journal
Conover-Mast Purchasing Directory
Construction
Construction Bulletin
Construction Digest—East Edition
Construction Digest—West Edition
Construction Equipment
Construction Methods and Equipment (Public Works Issue)
Construction News (Public Works Issue)
Constructioneer
Constructor (The)
Consulting Engineer
Consumer Magazine and Farm Publication Rates and Data
Consumer Packaging
Contractor (The)
Contractors and Engineers
Contractors' Electrical Equipment
Control Engineering
Controller (The)
Cooperative Merchandiser
Corset and Brassiere Magazine
Corset and Underwear Review
Cotton Trade Journal
County Agent & Vo-Ag Teacher
Credit and Financial Management
Crockery and Glass Journal
Croplife
Current Medical Digest
Cutting Tool Engineering

D

Daily News Record
Dairy Record
Datamation
Delaware Valley Printing Impression
Dental Survey
Department Store Economist
Design News
Diesel and Gas Engine Progress
Diesel Power
Display World
Distribution Age
Dixie Contractor (The)
Domestic Engineering
Drilling
Drilling Contractor
Drive-In Management
Drive-In Restaurant Magazine
Drugs & Allied Industries
Drug & Cosmetic Industry
Drug Topics
Drug Trade News

E

Earnshaw's Infants', Boys' and Girls' Wear
Eastern Feed Merchant
Editor & Publisher—The Fourth Estate
Educational Screen and Audio-Visual Guide
E.E.N.T. Digest
Efectos de Escritorio
El Automovil Americano
Electric Heat & Air Conditioning
Electric Light & Power
Electrical Construction & Maintenance
Electrical Design News
Electrical Engineering
Electrical Equipment
Electrical/Electronic Procurement
Electrical Merchandising Week
Electrical South
Electrical West
Electrical Wholesaling
Electrical World
Electrified Industry
Electro-Technology
Electromechanical Design
Electronic Design
Electronic Designers' Catalog
Electronic Digest
Electronic Equipment Engineering
Electronic Industries
Electronic News
Electronic Technician
Electronics
El Exportador Americano
Engineering & Mining Journal
Engineering News Record
Equipment & Materials Reporter
Excavating Engineer
Explosives Engineer (The)
Export Trade

F

Factory
Factory Equipment and Production
Farm Chemicals
Farm & Power Equipment
Farm Power
Farm Publication Rates and Data
Farm Store Merchandising
Fast Food
Feed Age
Feed & Farm Supplier
Feed Bag (The)
Feedstuffs
Feeds Illustrated
Fibre and Fabric
Films For Television
Finance
Fire Engineering
Fish Boat (The)
Fishing Gazette
Fishing Tackle Trade News
Fleet Owner
Flooring
Florida Builder
Florida Building Journal
Florida Contractor and Builder
Florida Trend
Food Business
Food & Drug Packaging
Food Engineering
Food Field Reporter
Food Merchandising
Food Processing
Food Topics
Footwear News
Forecast for Home Economists
Foundry
Frosted Food Field
Frozen Food Age
Fueloil & Oil Heat
Fuel Oil News
Furniture Design & Manufacturing
Furniture Manufacturer
Furniture Production
Furniture Retailer

G

Gas
Gas Age
Gas Heat/Comfort Cooling
Gasoline Retailer (The)
Geyer's Dealer Topics
Gift and Art Buyer
Giftwares & Home Fashions
Glass Digest
Glass Industry (The)
Glass Packer (The)
Golfdom
Good Packaging
Go-Transport Times of the West
GP
Grain and Feed Review (The)
Graphic Arts Monthly
Graphic Science
Greater Philadelphia Magazine
Grinding and Finishing
Ground Support Equipment

H

Handbags & Accessories
Handling & Shipping Illustrated
Hardware Age
Hardware & Housewares
Hardware Retailer
Hardware World
Hearing Dealer (The)
Heating & Air Conditioning Contractor
Heating & Plumbing Merchandiser
Heating, Piping and Air Conditioning
Heating, Plumbing and Air Conditioning News
High Fidelity Trade News
Hitchcock's Wood Working Digest
Home & Auto Retailer
Home Appliance Builder
Home Comforts Wholesaler
Home Furnishings Daily
Home & Garden Supply Merchandiser
Hosiery and Underwear Review
Hospitals, Journal of the American Hospital Association
Hospital Management
Hotel Bulletin
Hotel Monthly (The)
Hotel World-Review and Hotel Management
House & Home
Housewares Buyer
Housewares Review
Hydraulics & Pneumatics

I

Ice Cream Field
Ice Cream Review (The)
Ice Cream Trade Journal (The)
Illinois Beverage Journal
Implement & Tractor
Indiana Beverage Life
Industria Avicola
Industrial Arts and Vocational Education
Industrial Bulletin
Industrial Design
Industrial Development and Manufacturers Record
Industrial Distribution
Industrial Distributor News
Industrial Electronic Engineering & Maintenance
Industrial and Engineering Chemistry
Industrial and Engineering Chemistry—International Edition
Industrial Equipment News
Industrial Finishing
Industrial Heating
Industrial Maintenance and Plant Operation
Industrial Marketing
Industrial Medicine & Surgery
Industrial Packaging
Industrial Photography
Industrial Wastes
Industrial Woodworking
Industrial World
Industrial World en Espanol
Infants' and Children's Review
Ingenieria Internacional Construccion
Ingenieria Internacional Industria
Inland and American Printer and Lithographer
Inplant Food Management
Institutions Magazine
Instrument & Apparatus News
Instruments and Control Systems
Insulation
Insurance Field—Fire and Casualty Edition
Insurance Field—Life Edition
Insurance Salesmen (The)
Interior Design
Interiors
Interline Reporter
Iron Age (The)
Irrigation Engineering and Maintenance
I S A Journal

J

Jewelers' Circular-Keystone (The)
Jobber News & Electronic Wholesaling
Jobber Product News & Jobber News
Jobber Topics
Journal of Accountancy (The)
Journal of the American Oil Chemists' Society
Journal of Commerce
Journal of Commerce—International Edition
Journal of Osteopathy
Journal of Plumbing, Heating & Air Conditioning (The)
Juvenile Merchandising

K

Kansas Construction Magazine
Kentucky Beverage Journal
Kitchen Business
Knitter (The)
Knitting Industry Weekly

L

Lamp Journal
Laundry Journal (The)
Law and Order
Leather and Shoes
Leonard's Guide—Universal
Light Metal Age
Life Insurance Selling
Linens & Domestics
Lippincott's Medical Science
Local Agent (The)
LPGA Times
LP-Gas
Luggage and Leather Goods
Lumberman (The)

M

Machine and Tool Blue Book
Machine Design
Machinery
MacRae's Blue Book
Maine Coast Fisherman
Maintenance and Plant Improvement
Maintenance—Sanitary Supplies
Management and Business Automation
Management Methods
Manufactured Homes
Manufacturing Confectioner with International Confectioner
Marine Dealer
Marine Engineering/Log
Marine News
Maritime Reporter
Mart Magazine
Maryland-Washington-Delaware Beverage Journal
Massachusetts Beverage Journal
Material Handling Engineering
Materials in Design Engineering
Mayor & Manager
MD Medical Newsmagazine
Meat
Mechanical Contractor
Mechanical Engineering
Mechanization
Media/Scope
Medical Digest
Medical Economics
Medical Times
Merchants Trade Journal
Men's Wear
Metal Finishing
Metal Products Manufacturing
Metal Progress
Metal Treating
Metalworking
Metropolitan Transportation
Michigan Beverage News
Michigan Contractor & Builder (Public Works Issue)
Michigan Food News
Michigan Roads and Construction
Microwave Journal
Mid-Continent Banker
Mid-West Contractor (Public Works Issue)
Midwest Industry Magazine
Military Engineer (The)
Military Market and Government Buying
Military Systems Design
Mill and Factory
Milk Dealer (The)
Milk Products Journal (The)
Mining and Quarrying
Mining Congress Journal
Mining Engineering
Mining World
Missiles and Rockets
Missiles & Space
Mobile Home Dealer
Mobile Homes
Modern Beauty Shop
Modern Brewery Age
Modern Castings
Modern Concrete
Modern Converter
Modern Drugs
Modern Floor Covering
Modern Government
Modern Grocer (The)
Modern Hardware
Modern Hospital
Modern Lithography
Modern Machine Shop
Modern Materials Handling
Modern Medicine
Modern Office Procedures
Modern Packaging
Modern Plastics
Modern Railroads
Modern Sanitation and Building Maintenance
Modern Server & Spirits Store
Modern Stationer and Office Equipment Dealer
Modern Teacher
Modern Textiles Magazine
Modern Tire Dealer
Modern Windows
Monopoly State Review (The)
Motion Picture Exhibitor Plus Showmen's Trade Review
Motion Picture Herald
Motor
Motor Age
Motor Service Magazine
Motor West
Municipal South (The)
Musical Merchandise Review
Music Trades (The)

N

N.A.R.D. Journal
Nargus Bulletin
National Bottlers' Gazette
National Cleaner (The)
National Cleaner & Dyer
National Fisherman combined with Maine Coast Fisherman
National Fur News
National Furniture Review
National Hearing Aid Journal
National Jeweler
National Lithographer (The)
National Oil Jobber
National Petroleum News
National Photographer (The)
National Provisioner (The)
National Rug Cleaner
National Safety News
National Underwriter
National Underwriter—Life Insurance Edition (The)
Nation's Schools (The)
Network Rates and Data
New England Construction
New England Electrical News
New Equipment Digest
New Jersey Beverage Journal
New Medical Materia
News Front
Newspaper Rates and Data
NISA News
Northeastern Logger (The)
Notion & Novelty Review
Nucleonics
Nursing Outlook

O

Observer
Occupational Hazards
Office (The)
Office Appliances
Office Executive
Office Management & American Business
Official Steamship & Airways Guide
Ohio Tavern News
Oil and Gas Equipment
Oil and Gas Journal (The)
Oil Heating & Air Conditioning Age
Oil, Paint & Drug Reporter
Optical Journal & Review of Optometry
Optometric Weekly (The)
Oral Hygiene
Oregon Restaurant & Beverage
Osteopathic Profession (The)
Overview

P

Pacific Air & Truck Traffic
Pacific Architect and Builder
Pacific Builder and Engineer
Pacific Coast Record Combined With Western Restaurant
Pacific Factory
Pacific Fisherman
Pacific Laundry & Cleaning Journal
Pacific Oil Marketer
Pacific Road Builder and Engineering Review
Pacific Work Boat
Package Engineering
Package Store Management
Packer (The)
Paint and Varnish Production
Paint Industry
Paper & Paper Products—Fine Issue
Paper & Paper Products—Wrapping Issue
Paper and Twine Journal (The)
Paperboard Packaging
Paper, Film and Foil Converter
Paper Industry (The)
Paper Mill News (Feature Numbers)
Paper Mill News (News Issues)
Paper Sales
Paper Trade Journal
Park Maintenance
Parks & Recreation
Patterson's Calif. Beverage Gazetteer
Pet Shop Management
Petroleum & Chemical Transporter
Petroleum Engineer—Drilling and Producing Combination (The)
Petroleum Engineer—General Section Combination
Petroleum Engineer—Oil and Gas Pipelining
Petroleum Engineer—Refining and Petrochemical
Petroleum Equipment
Petroleo Interamericano
Petroleum Marketer
Petroleum Refiner
Petroleum Week
PF Reporter Including Electronic Servicing
Photo Dealer Combined with Western Photo Retailer
Photographic Trade News
Piece Goods Merchandiser
Pipe Line Industry
Pipe Line News
Pit and Quarry
Pit and Quarry Handbook
Plant Engineering
Plant Maintenance & Engineering
Plastics Technology
Plastics World
Plating
Playthings
Plumbing and Heating Business
Plumbing—Heating—Air Conditioning Wholesaler (The)
PMI—Photo Methods for Industry
Pocket List of Railroad Officials
Postgraduate Medicine
Post's Paper Mill Directory
Poultry & Eggs Weekly (The)
Poultry Processing & Marketing
Power
Power Engineering
Power Transmission Design
Practical Builder
Practical Lawyer (The)
Precision Metal Molding
Premium Practice
Printers' Ink
Printing Impressions
Printing Magazine including "The Offset Printer"
Printing Production
Proceedings of the I. R. E.
Produce Marketing
Produce News (The) & Produce Barometer (The)
Product Design & Development
Product Engineering
Production
Production Equipment
Products Finishing
Professional Nursing Home
Progressive Architecture
Progressive Grocer
Protestant Church Buildings and Equipment
Public Power
Public Utilities Fortnightly
Public Works Magazine
Publishers' Auxiliary (The)
Pulp & Paper
Pulpwood Production & Saw Mill Logging
Purchasing
Purchasing Week

Q

Qualified Contractor
Quick Frozen Foods—Retail Edition
Quick Frozen Foods—Trade Edition

R

Railway Age
Railway Locomotives and Cars
Railway Purchases and Stores
Railway Signaling and Communications
Railway Track and Structures
Record and Sound Retailing
Record Stockman (The)
Recreation
Refrigeration & Air Conditioning Business
Research/Development
Resident Physician
Resort Management
Restaurant Equipment Dealer
Restaurant Management
Revista Aerea Latinoamericana
Revista Industria
Riss
Rivers & Harbors
RN
Roads and Streets
Rock Products
Rocky Mountain Construction
Roofing, Siding and Insulation
Rough Notes
Rubber Age
Rubber World
Rural Electrification
Rural Roads

S

SAE Journal
Sales Management
Sanitary Maintenance
Savings and Loan News
Savings Bank Journal
Scholastic Coach
Scholastic Editor
School Arts
School Bus Trends
School Management
School Shop
Screen Process Magazine
Seaboard Beverage Journal
Seafood Merchandising
Seedmen's Digest
Selling Sporting Goods
Servicios Publicos
Service Station Management
Shipping Digest
Shipping Management (Combined with National Hi-Way Shipper)
Ships Magazine
Signal
Signs of the Times
Skyways
Snips Magazine
Soap and Chemical Specialties
Society of Plastics Engineers Journal (The)
Solid State Journal (The)
Southeastern Nurseryman
Southern Automotive Journal
Southern Beverage Journal
Southern Building Supplies
Southern Farm Equipment
Southern Florist and Nurseryman
Southern Hardware
Southern Hospitals
Southern Lumber Journal and Building Material Dealer (The)
Southern Lumberman
Southern Motor Cargo
Southern Power and Industry
Southwest Advertising & Marketing
Southwest Builder and Contractor (Architecture & Building Edition)
Southwest Builder and Contractor (Engineering & Public Works Edition)
Southwest Water Works Journal
Space/Aeronautics
Space/Aeronautics Research and Development Handbook
Spectator (The)
Spirits
Sponsor
Sporting Goods Dealer (The)
Sporting Goods Products
Sports Age
Spot
Spot Radio Rates and Data
Spot Television Rates and Data
Standard (The)
Starchroom Laundry Journal
Steel
Street Engineering
Sugar y Azucar
Sugar Journal (The)
Super Market Manager
Super Market Merchandising
Supermarket News
Super Service Station
Supply House Times
Surgical Business
Swimming Pool Age

T

Tap & Tavern
Taxicab Industry—Auto Rental News (The)
Tea and Coffee Trade Journal
Television
Television Age
Telephone Engineer's Catalog—Directory of Industry Suppliers
Telephone Engineer & Management
Texas Contractor
Texas Professional Engineer
Textile Bulletin
Textile Industries
Textile World
Thomas' Register of American Manufacturers
Timberman (The)
Tire & TBA Review
Tire, Battery & Accessory News
Tobacco
Tobacco Jobber (The)
Tool Engineer (The)
Tool & Manufacturing Engineer (The)
Tooling and Production
Tourist Court Journal
Toys and Novelties
Traffic World
Transmission and Distribution
Transportation Advertising Rates and Data
Transportation Supply News
Transport Topics
Transporte Moderno
Trusts and Estates
Turkey World

U

Underwriters' Report
Underwriters' Review
UP—Collective
U. S. Radio

V

Variety Store Merchandiser
Vend
Veneers & Plywood
Volume Feeding Management
Voluntary and Cooperative Groups Magazine

W

Wastes Engineering
Water & Sewage Works
Waterways Journal (The)
Water Works Engineering
Welding Design & Fabrication
Welding Engineer
Welding Illustrated
Western Advertising
Western Architect & Engineer
Western Aviation
Western Baker
Western Bottler
Western Builder (The)
Western Building
Western City
Western Confectioner with Western Candy Review
Western Crops & Farm Management
Western Construction
Western Dairy Foods Review
Western Electronic News
Western Farm Equipment
Western Feed & Seed
Western Floors
Western Fruit Grower
Western Industry
Western Machinery and Steel World
Western Meat Industry
Western Merchandiser
Western Metalworking
Western Paint Review
Western Pharmacy
Western Plastics
Western Trucking and Motor Transportation
Western Underwriter—Property & Casualty Edition
What's New in Home Economics
Wholesale Drug Sales
Wines & Vines
Women's Wear Daily
Wood and Wood Products
Wood Construction & Bldg. Materialist
Wood-Worker (The)
Work Boat (The)
World Construction
World Farming
World Mining
World Oil
World Petroleum

Business publication membership lists furnished by Audit Bureau of Circulations and Business Publications Audit of Circulation, Inc. as of March 1, 1961

Simon Warns AFA of Worsening Government 'Climate' for Ad Field

McGlinn Tells Providence Admen of Campbell's Ad Agency Liaison Setup

PROVIDENCE, April 11—The government climate, both national and local, concerning advertising, is steadily worsening, and there is no prospect of change for the better in sight.

That's the warning of Morton J. Simon, a speaker at the Advertising Federation of America First District conference here last week.

An attorney and specialist in the legal aspects of advertising, he told the meeting: "As long as the Schlesingers and the Galbraiths are in spots of influence, we can expect a continuation of the current anti-advertising philosophy in Washington, supplemented by a perhaps somewhat less virulent animus by the states."

Mr. Simon said he cannot understand this anti-advertising thinking, since politicians should be acutely aware of the benefits of advertising and public relations.

"What else elected them?" he asked. "But no, instead they make of advertising a whipping boy for their constituents."

■ He explained that advertising has often sought governmental controls, such as the "truth in advertising" movement which goes back at least to the turn of the century. He pointed out that advertising helped sire the Federal Trade Commission.

"What advertising objects to is the unreasoning and broad-based scurrility of which it is becoming more and more a victim," he said.

Based on "misunderstanding," this current show of spleen is making advertising the butt of feelings of resentment about such things as high prices, excessive profits, waste, and lack of good roads and sufficient education, Mr. Simon declared.

■ The speaker struck out at the new FTC chairman, Paul Rand Dixon, whose "unfriendly" attitudes toward advertising, he said, were explicit during the recent Kefauver subcommittee hearing where he was counsel. Mr. Simon warned that it is likely that the "cooperative" attitude of the FTC under its former chairman, Earl Kintner, will change.

"One tool they would undoubtedly like to use would be the right to obtain from the courts cease and desist orders against allegedly deceptive or otherwise improper advertising at the very outset of the case," he stated. "This is a wicked weapon in the wrong hands."

■ If the commission gets this power, Mr. Simon pointed out, copywriters face the risk that copy may be killed even if a court case is decided for the advertiser later.

The recent questionnaires sent out by the FTC on national prices to manufacturers, importers and distributors of photographic equipment could well outlaw national price advertising completely, Mr. Simon said.

"The questionnaires must usually be returned within 20 days and under oath. In my book, this comes pretty close to being compelled to testify against yourself," he said.

■ John A. McGlinn Jr., vp-marketing of Campbell Soup Co., warned the conference that business men have a dangerous misunderstanding of the role of advertising.

He urged the admen and women to be concerned about the flood of derogatory and often misleading literature about their profession.

He pointed out that this flood of misleading books and other material indicates a tremendous lack of understanding of the role advertising has played, is playing, and will play in the growth of the free enterprise system.

Unfortunately, this lack of understanding is not confined to the public in general, Mr. McGlinn stressed. It also exists in the minds of educators, public servants, writers, and others in a position to influence public opinion.

■ This lack of understanding exists in the business community also, the speaker warned.

At Campbell, he added, the company has tried to do something about it. Agency personnel participate in sales meetings, and a number of the company's top people in the sales organization spend a week or two at one or more of Campbell's ad agencies.

"We think we have been successful in making them realize that the typical person in advertising is a sincere, honest, hard-working individual, and that they have taken this change of attitude back to the field force with desirable results," he said.

Mr. McGlinn told the Rhode Island advertising people that the future level of gross national product needed to sustain high employment can be achieved only through the development of new products and improvement of present products and then the creation of a demand for these products through reliable and truthful advertising.

■ "Creating and maintaining public confidence in advertising is our responsibility," he said. "If we don't produce it, freedom of advertising as we have known it may disappear, and with it the hopes of our nation for an ever-rising standard of living." ≡

General Cigar Sets Newspaper Drive for White Owl Tips

General Cigar Co., New York, has launched an extensive newspaper ad campaign for new White Owl Tips. Introduced on the West Coast about six months ago, White Owl Tips are featured as the cigar with "the smart-looking, soft-bite holder." The holder is a flexible plastic tip built onto the cigar. The newspaper schedule calls for a total of 33 insertions (1,000 and 540 lines) in the *New York News, Mirror, Journal, World Telegram & Sun* and *Times*. An additional eight insertions are scheduled for the *Sunday News* and *Sunday Star Ledger*, Newark.

Television spots have been launched on "The Deputy" (NBC-TV). Young & Rubicam is the agency.

Kohler Names Frank; Whitehilling Is Whitehill

In the compilation of "major account changes" (AA, April 10), ADVERTISING AGE erroneously reported that Kohler Co. would move its account from Roche, Rickerd & Cleary to "Clifford & Atherton," effective July 1. Actually, the account will move from Roche, Rickerd to Clinton E. Frank Inc., effective July 1. At the same time ADVERTISING AGE also incorrectly stated that Emerson Radio & Phonograph Corp. had moved its account from Friend-Reiss Advertising to Robert Whitehilling. Emerson appointed Robert Whitehill Inc., not Robert Whitehilling, to handle the account.

Miller Elects Russ VP

Caroline Russ, an account executive at Miller Advertising, New York, has been elected a vp.

Magazine Pages, Revenue for 1st Quarter: '60-'61

Source: Publishers Information Bureau

MAGAZINES	PAGES 1961	PAGES 1960	PAGES % Change	REVENUE 1961	REVENUE 1960	REVENUE % Change
Weeklies and Bi-weeklies						
Cue	186.80	209.96	- 11	349,954	393,520	- 11
Grit	57.56	63.57	- 9	234,660	260,286	- 10
Life	701.36	743.89	- 6	30,297,364	29,025,864	+ 4
Look	355.52	349.70	+ 2	13,635,199	11,846,891	+ 15
New Yorker, The	1,030.17	1,143.47	- 10	4,047,723	4,215,119	- 4
Newsweek	566.47	681.72	- 17	5,827,381	6,361,785	- 8
Presbyterian Life	38.23	41.58	- 8	149,144	142,180	+ 5
Reporter, The	158.54	108.38	+ 46	129,874	77,619	+ 67
Saturday Evening Post, The	486.20	633.16	- 23	19,842,012	23,252,167	- 15
Saturday Review	281.10	302.01	- 7	519,209	490,852	+ 6
Sports Illustrated	348.43	381.63	- 9	2,882,822	2,824,574	+ 2
TV Guide	250.33	179.92	+ 39	4,518,728	3,096,395	+ 46
Time	617.05	770.31	- 20	11,558,797	12,837,580	- 10
U.S. News and World Report	569.22	674.57	- 16	4,573,170	5,061,709	- 10
TOTAL:	5,646.98	6,283.87	- 10	98,566,037	99,886,541	- 1
Monthlies						
American Legion	46.98	44.91	+ 5	336,669	328,180	+ 3
Argosy	62.93	55.90	+ 13	383,546	393,258	- 2
Atlantic, The	139.74	123.00	+ 14	319,404	263,283	+ 21
Coronet	118.46	156.43	- 24	890,317	1,137,940	- 22
Cosmopolitan	90.94	73.54	+ 24	355,210	292,114	+ 22
Ebony	180.33	211.26	- 15	741,553	653,846	+ 13
Elks Magazine	46.24	40.00	+ 16	159,608	136,176	+ 17
Esquire	169.74	176.30	- 4	1,353,950	1,341,150	+ 1
Gourmet	72.84	82.60	- 12	148,987	160,272	- 7
Harper's Magazine	141.17	118.68	+ 19	298,868	232,566	+ 29
Holiday	268.78	309.60	- 13	2,494,168	2,701,092	- 8
National Geographic Magazine	119.30	147.54	- 19	1,420,987	1,566,949	- 9
Playboy	78.96	56.85	+ 39	540,968	333,611	+ 62
Reader's Digest	223.25	189.03	+ 18	8,997,832	7,363,227	+ 22
Redbook Magazine	127.69	107.95	+ 18	1,775,654	1,298,660	+ 37
Saga	51.30	57.18	- 10	64,990	67,754	- 4
Sport	38.68	40.54	- 5	81,509	77,636	+ 5
Together	33.84	25.88	+ 31	100,503	77,843	+ 29
Town and Country	202.80	195.90	+ 4	442,528	376,514	+ 18
True	100.59	73.15	+ 38	1,206,984	831,696	+ 45
TOTAL:	2,314.56	2,286.24	+ 1	22,114,235	19,633,767	+ 13
Women's						
Bride's Magazine	202.53	226.25	- 10	463,339	518,513	- 6
Everywoman's Family Circle	139.06	154.21	- 10	3,203,120	3,488,517	- 9
Good Housekeeping	219.61	239.41	- 8	4,682,691	4,682,093	0
Ladies' Home Journal	194.30	230.34	- 16	6,648,420	6,831,983	- 3
McCall's Magazine	248.46	239.94	+ 4	8,445,783	6,230,820	+ 36
Modern Bride	211.56	218.13	- 3	416,811	394,267	+ 6
Parents' Magazine	181.78	180.64	+ 1	1,957,862	1,901,664	+ 3
Seventeen	275.99	281.46	- 2	1,477,310	1,340,317	+ 10
Woman's Day	120.30	123.97	- 3	2,526,209	2,528,696	0
TOTAL:	1,793.59	1,894.35	- 5	29,841,545	27,914,870	+ 7
Home						
American Home	112.11	117.98	- 5	1,984,685	2,083,263	- 5
Better Homes & Gardens	180.98	232.89	- 22	5,218,408	6,253,742	- 17
Flower Grower-Home Garden	159.26	183.98	- 13	357,770	397,828	- 10
House Beautiful	181.03	226.10	- 16	1,186,043	1,347,433	- 12
House & Garden	157.69	156.28	+ 1	901,635	776,052	+ 16
Living for Young Homemakers	103.69	139.85	- 26	548,873	735,514	- 25
Sunset Magazine	331.52	327.33	+ 1	1,423,472	1,419,362	0
TOTAL:	1,236.24	1,384.21	- 11	11,621,891	13,013,199	- 11
Fashion						
Glamour-Charm	253.83	256.88	- 1	1,438,887	1,307,753	+ 10
Harper's Bazaar	296.39	269.44	+ 10	1,500,825	1,265,008	+ 19
Mademoiselle	217.17	224.29	- 3	838,431	809,381	+ 3
Vogue	410.12	487.49	- 12	2,135,076	2,300,882	- 7
TOTAL:	1,177.51	1,238.10	- 5	5,913,219	5,783,024	+ 4
Movie-Romance-Radio						
Dell Modern Group	24.54	28.09	- 13	223,982	250,311	- 11
D-Modern Romances non-group	27.26	45.89	- 41	99,666	172,700	- 42
D-Modern Romances total	51.80	73.98	- 30	189,258	272,824	- 31
D-Modern Screen non-group	10.30	15.86	- 35	38,747	67,571	- 43
D-Modern Screen total	34.84	43.95	- 21	134,540	160,211	- 23
D-Screen Stories non-group	7.19	11.19	- 36	8,733	14,522	- 40
D-Screen Stories total	31.73	39.28	- 19	42,330	52,069	- 19
Fawcett Women's Group	26.55	31.82	- 17	189,071	211,764	- 11
F-Motion Picture non-group	5.92	8.70	- 32	18,827	24,883	- 24
F-Motion Picture total	32.47	40.52	- 20	106,164	110,647	- 4
F-True Confessions non-group	27.03	36.47	- 26	103,551	144,384	- 28
F-True Confessions total	53.58	68.29	- 22	205,285	270,384	- 24
True Story Women's Group	19.69	28.03	- 30	342,430	524,550	- 35
T-Photoplay non-group	22.54	27.49	- 18	111,561	123,796	- 10
T-Photoplay total	42.23	55.52	- 24	200,592	236,050	- 15
T-TV Radio Mirror non-group	3.56	6.36	- 44	7,336	15,002	- 51
T-TV Radio Mirror total	23.25	34.39	- 32	48,428	85,291	- 43
T-True Experience non-group	9.32	16.18	- 42	9,765	15,365	- 36
T-True Experience total	29.01	44.21	- 34	30,311	43,690	- 31
T-True Love non-group	9.45	17.01	- 44	9,853	16,002	- 38
T-True Love total	29.14	45.04	- 35	30,399	44,327	- 31
T-True Romance non-group	10.02	16.00	- 37	10,377	26,007	- 60
T-True Romance total	29.71	44.03	- 33	30,923	77,413	- 60
T-True Story non-group	92.84	111.65	- 17	819,047	1,087,525	- 25
T-True Story total	112.53	139.68	- 19	969,716	1,321,475	- 27
TOTAL:	296.21	400.74	- 26	1,992,946	2,694,382	- 26
Dell Total Revenue				371,128	505,104	- 27
Fawcett Total Revenue				311,449	381,031	- 18
Macfadden Total Revenue				1,310,369	1,808,247	- 28
Business						
Business Week	870.69	1,138.05	- 23	4,214,268	4,919,223	- 14
Dun's Review & Modern Industry	206.08	230.24	- 10	367,943	399,499	- 8
Forbes	160.24	181.94	- 12	509,318	571,459	- 11
Fortune	400.00	500.00	- 20	2,354,574	2,672,172	- 12
Harvard Business Review	102.87	106.54	- 3	105,862	107,022	- 1
Nation's Business	127.80	147.93	- 14	685,106	726,635	- 6
TOTAL:	1,867.68	2,304.70	- 19	8,237,071	9,396,010	- 12
Youth						
American Girl	60.68	74.56	- 19	173,814	197,657	- 12
Boys' Life	73.44	81.65	- 10	480,330	528,159	- 9
Scholastic Magazines	116.03	151.82	- 24	637,331	739,199	- 14
TOTAL	250.15	308.03	- 19	1,291,475	1,465,015	- 12
Outdoor and Sports						
Field & Stream	179.63	200.81	- 11	765,993	800,485	- 4
Outdoor Life	184.27	185.38	- 1	680,258	717,976	- 5
Sports Afield	137.75	162.77	- 15	528,977	645,795	- 18
TOTAL:	501.65	548.96	- 9	1,975,228	2,164,256	- 9
Mechanics & Science						
Mechanix Illustrated	201.26	232.83	- 14	526,210	540,963	- 3
Popular Mechanics Magazine	317.77	353.04	- 10	1,000,671	1,140,807	- 12
Popular Science Monthly	285.34	325.79	- 12	924,215	1,013,025	- 9
TOTAL:	804.37	911.66	- 12	2,451,096	2,694,795	- 9
Farm						
Farm Journal	233.23	263.91	- 12	3,226,003	3,523,759	- 8
Progressive Farmer, The	211.05	245.94	- 14	1,666,932	1,947,938	- 14
Successful Farming	208.25	246.00	- 15	1,332,752	1,511,814	- 12
TOTAL:	652.53	755.85	- 14	6,225,687	6,983,511	- 11
MAGAZINE TOTAL:	16,541.47	18,296.91	- 10	$190,330,230	$191,629,370	- 1

SURE The Free Press SELLS LAMB

When it comes to lamb, OR ANY FOOD PRODUCT, the Free Press does a superlative selling job! WOMEN LOVE THE FREE PRESS . . . AND it is WOMEN WHO BUY.

Free Press women's pages were judged "best-of-all" in the Midwest by a 1960 University of Missouri School of Journalism study sponsored by J. C. Penney Co.

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HERE'S WHY WOMEN LOVE THE FREE PRESS!

Your Food ad in black and white or full color will do its best selling job on the pages of the FREE PRESS Tower Kitchen Food Guide.

The Detroit Free Press

MICHIGAN'S *ONLY* MORNING NEWSPAPER

NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY

SPECIAL DELIVERY FROM RAYMOND LOEWY

A provocative, often explosive, symposium of views, revelations and predictions on masculine dress and habits —hand-tailored for TRUE by America's top designer.

If clothes make the man, what's going to happen to the American male? This October, 7,000,000 apparel-conscious young men will get a peek at their sartorial future when Raymond Loewy teams up with TRUE to cover every facet of a man's appearance in an exciting APPAREL & APPEARANCE SPECTACULAR.

This synthesis of the nation's most influential designer and the world's most widely-read man's magazine is packed with merchandising possibilities for the menswear field. To help advertisers tie-in to this event, TRUE will provide a whole arsenal of point-of-sale material.

This comprehensive Apparel-and-Appearance Spectacular has the editorial flair, imagination and verve that the active young man expects —and finds—in TRUE. He likes TRUE's ebullient attitude toward TRAVEL, SPORTS, ADVENTURE, HISTORY, HUMOR, GOOD LIVING, CONTROVERSY, and the whole wide masculine world.

To tell your sales story to this world of men, schedule your advertising for the October issue of TRUE. Closing: July 15.

TRUE

THE WORLD'S LARGEST SELLING, MOST WIDELY READ MAN'S MAGAZINE...A FAWCETT PUBLICATION

April Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (March)

	Pages				Lines			
	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960
†Commonweal	16.8	7.2	49.4	37.0	7.056	3.024	20.748	15.540
‡Cue	66.8	83.2	186.6	209.8	28.670	35.678	80.076	90.015
Down Beat	73.0	59.5	166.1	131.3	30.660	24.990	69.776	55.160
Grit	19.6	26.3	64.8	75.3	19.620	26.258	64.843	75.249
†Life	298.2	282.3	701.7	743.9	202.755	191.963	477.123	505.876
††Look	120.9	172.5	355.5	349.7	82.219	117.286	241.754	237.796
*Newsweek	223.7	251.5	566.4	681.7	93.954	105.630	237.888	286.314
§New Yorker	435.0	466.2	1.029.5	1.142.9	186.639	200.014	441.672	490.318
≠National	435.0	457.3	1.029.5	1.116.7	186.639	196.204	441.672	479.077
≠Sectional	—	31.8	—	92.6	—	13.606	—	39.696
Presbyterian Life	13.4	15.6	38.4	41.3	5.648	6.557	16.176	17.424
The Reporter	67.4	55.6	161.6	112.8	28.307	23.333	67.839	49.742
Saturday Evening Post	195.7	247.1	485.9	633.1	133.105	168.012	330.408	430.540
Saturday Review	96.1	104.7	281.4	302.2	40.361	43.956	118.195	126.893
Sporting News	21.5	17.6	41.2	28.5	23.325	19.065	44.695	30.887
Sports Illustrated	159.4	161.7	348.5	383.4	66.946	67.933	146.414	161.056
†Time	268.1	265.5	617.8	775.9	112.596	111.505	259.491	325.880
TV Guide	85.9	57.9	249.2	179.7	15.637	10.536	45.354	32.708
U. S. News & World Report	234.4	264.2	569.3	674.5	93.828	110.964	239.106	283.290
Total Group	2.395.9	2.538.6	5.913.3	6.503.0	1.171.326	1.266.704	2.901.558	3.214.688

≠Not included in totals. §Total represents national advertising plus sectional at a reduced decimal equivalent. †Five issues March 1961; four issues March 1960. ††Two issues March 1961; three issues March 1960. ‡1960 figures include 25th Anniversary Issue. *Figures include regional advertising.

Women's

	Pages				Lines			
	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960
†Bride & Home	93.0	87.4	225.3	218.7	58.779	55.200	142.440	138.254
†Bride's Magazine	160.8	159.1	363.3	385.4	101.638	100.545	229.587	243.566
Family Circle	42.1	54.3	181.1	208.6	18.060	23.295	77.691	89.489
Good Housekeeping	104.1	113.6	323.6	352.9	44.658	48.747	138.804	151.387
Ladies' Home Journal	85.7	90.9	280.0	321.2	58.255	61.784	190.383	218.407
McCall's	99.4	112.7	347.9	352.7	67.592	76.671	236.565	239.859
††Modern Bride	—	—	215.9	216.8	—	—	136.436	136.992
*Parents' Magazine:								
National Edition	61.5	83.7	243.1	264.3	26.389	35.921	104.335	113.352
Metropolitan New York Edition	66.3	93.2	261.4	288.4	28.431	39.962	112.107	123.698
‡Pacific Mountain Edition	63.5	86.5	107.6	272.1	27.218	37.119	46.134	116.696
‡‡Seventeen	143.7	154.0	419.6	435.4	97.704	104.728	285.338	296.077
Woman's Day	39.8	47.6	159.8	171.5	17.060	20.422	68.566	73.566
The Workbasket	28.3	39.2	153.9	180.6	5.547	7.676	30.173	35.406
Total Group	988.2	1.122.2	3.282.5	3.668.6	551.331	612.070	1.798.559	1.976.749

†Published quarterly in January, April, July and October. *Includes sectional linage prorated to circulation of regional editions and the average decimal for Lever Bros. (Baby Dove Soap). ‡Not published February and March 1961. ††Published bi-monthly; cumulative figures shown are for March issue. ‡‡April 1961 figures include sectional linage prorated to circulation of regional editions.

General

American Artist	25.2	24.1	98.0	100.8	10.563	10.136	41.157	42.341
American Forests	19.5	23.2	63.3	78.0	8.190	9.744	26.586	32.760
American Legion	15.6	13.6	63.7	59.0	6.561	5.701	26.769	24.802
Argosy	20.1	26.5	82.0	79.7	8.636	11.368	35.248	34.182
Atlantic	49.0	48.2	190.4	176.0	20.580	20.250	79.979	73.936
‡Car & Driver	32.4	40.9	113.5	138.8	13.600	17.191	47.678	58.283
Cavalier	14.7	23.5	73.4	101.6	6.281	10.116	31.471	43.593
Christian Herald	24.9	35.7	132.1	154.5	10.677	15.348	56.700	66.370
Columbia	9.4	6.8	44.4	46.3	3.955	2.868	18.674	19.477
Coronet	48.5	75.0	189.0	263.5	8.730	13.500	34.020	47.430
Cosmopolitan	21.3	23.7	113.6	97.2	9.150	10.189	48.744	41.709
Ebony	70.1	78.7	250.7	289.9	47.691	53.576	170.512	197.194
Elks Magazine	13.5	19.7	59.7	59.7	5.803	8.460	25.640	25.665
†Esquire	73.5	91.9	249.9	273.8	49.392	61.757	167.933	183.994
Extension	20.1	16.2	63.7	65.7	13.827	11.114	43.848	45.210
Flying	53.0	61.8	199.1	230.5	22.247	25.935	83.626	96.797
Golf Digest	41.2	37.7	99.6	93.4	8.067	7.385	25.635	23.600
Grade Teacher	56.3	43.6	176.1	163.8	24.820	19.206	77.652	72.221
Harper's Magazine	37.5	51.5	180.9	174.2	15.735	21.646	76.000	73.180
Hi Fi Stereo Review	43.9	38.0	201.3	186.0	18.451	15.947	84.563	78.133
High Fidelity	81.5	57.0	254.8	262.4	34.320	23.940	107.106	110.208
Holiday	126.4	133.3	395.2	443.1	85.929	90.625	268.726	301.290
Hot Rod	39.1	40.8	134.0	152.3	16.436	17.122	56.294	63.924
Improvement Era	25.6	25.6	88.1	96.6	10.745	10.731	36.997	40.592
Instructor	36.0	32.3	158.7	142.5	24.648	22.096	108.632	97.451
Kiwanis Magazine	9.3	14.7	45.1	34.2	3.897	6.165	18.911	14.343
Lion Magazine	10.3	9.5	43.4	40.6	4.388	4.047	18.445	17.295
Motor Boating	141.2	184.0	616.6	767.0	83.027	108.192	362.561	450.996
Motor Life	18.4	17.9	50.3	59.9	7.728	7.532	21.126	25.172
Motor Trend	25.3	26.6	74.5	91.1	10.526	11.186	31.204	38.262
National Geographic Magazine	65.6	70.8	237.2	218.3	15.603	16.856	56.456	51.950
Playboy	45.4	27.4	124.3	84.4	19.072	11.511	52.201	35.424
Popular Boating	115.5	112.8	422.9	410.3	67.885	66.309	248.642	241.274
Popular Photography	57.7	71.4	253.7	278.1	24.247	29.984	106.571	116.819
Promenade	18.8	21.5	64.5	75.6	8.057	9.230	27.607	32.433
Reader's Digest	88.4	84.1	293.6	269.5	16.089	15.301	53.428	49.054
Redbook	50.7	44.1	148.3	152.0	21.757	18.902	76.501	65.199
Road & Track	30.0	38.7	108.2	118.5	12.600	16.254	45.444	49.770
Rotarian	20.0	10.3	56.4	27.8	8.404	4.324	23.662	11.644
Today's Health	18.5	22.2	99.3	88.7	7.936	9.522	42.015	38.032
Together	12.7	11.0	45.3	38.9	5.427	4.742	19.401	16.724
Town & Country	78.9	98.6	281.5	291.1	49.872	63.016	177.932	184.656
True	36.1	41.5	131.6	110.1	15.502	17.818	56.447	47.252
V. F. W. Magazine	10.8	9.8	42.2	41.0	4.540	4.132	17.725	17.221
*Yachting	163.2	153.5	689.0	675.3	95.962	90.258	405.132	397.076
Total Group	2.015.1	2.139.7	7.533.1	7.801.7	967.553	1.031.232	3.641.601	3.794.938

†Total represents national advertising plus sectional at a reduced decimal equivalent. ‡Formerly Sports Cars Illustrated. *1961 figures include sectional linage prorated to circulation of Western Yachting.

Home

American Home	50.7	50.6	162.8	168.5	32.068	31.977	102.909	106.477
Antiques	57.0	64.7	246.0	258.6	16.758	19.022	72.337	76.029
Better Homes & Gardens	77.9	134.7	258.8	367.5	49.237	85.118	163.530	232.229
*Bon Appetit	—	—	8.3	4.0	—	—	3.499	1.680
Flower & Garden	44.4	55.7	181.0	200.2	18.657	23.403	76.046	84.098
Flower Grower	60.9	77.7	220.3	261.8	25.591	32.615	92.512	109.973
Gourmet	35.2	33.8	113.3	122.8	15.100	14.500	48.571	52.692
House Beautiful	110.7	137.6	303.1	363.6	69.985	86.962	191.558	229.774
House & Garden	106.0	127.8	263.6	284.9	67.034	80.793	166.599	179.476
Living for Young Homemakers	68.3	92.3	172.3	231.3	43.179	58.313	108.911	146.148
Popular Gardening	68.2	74.7	233.2	253.1	28.638	31.389	97.939	106.311
Sunset Magazine	156.8	204.7	479.2	528.9	65.856	86.003	201.340	222.213
Total Group	836.1	1.054.3	2.641.9	3.045.2	432.103	550.095	1.325.751	1.547.100

*Published bi-monthly; cumulative figures shown are for March issue.

Fashion

Glamour	113.0	118.3	366.9	375.2	48.493	50.765	157.433	160.978
Harper's Bazaar	101.1	106.7	397.4	376.1	63.893	67.505	251.212	237.708
†Mademoiselle	111.5	104.7	328.0	329.4	47.825	44.932	140.719	141.312
Vogue	139.6	168.2	549.6	635.6	88.228	106.275	347.395	401.712
Total Group	465.2	497.9	1.641.9	1.716.3	248.439	269.477	896.759	941.710

†1960 figures include prorated sectional linage.

Movie-Romance-Radio-TV

	Pages				Lines			
	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960
Dell Modern Group:								
Modern Romances	25.6	31.3	78.2	105.3	11.003	13.420	33.546	56.974
Modern Screen	18.1	15.6	52.9	59.6	7.750	6.701	22.711	25.575
Screen Stories	12.7	12.7	44.4	52.1	5.464	5.454	19.091	22.328
Fawcett Women's Group:								
Motion Picture	9.8	10.0	42.4	50.5	4.204	4.267	18.167	21.692
True Confessions	16.0	24.5	69.6	92.9	6.859	10.498	29.873	39.840
Hillman Romance Group	5.0	2.1	14.1	15.4	2.153	939	6.093	6.706
Hillman Women's Group	19.3	20.9	79.2	85.4	8.317	8.996	34.092	36.779
Ideal Women's Group:								
Intimate Story	21.8	29.4	93.7	107.1	9.368	12.605	40.182	45.956
Movie Life	19.9	25.2	88.8	96.1	8.528	10.793	38.105	41.219
†Movie Stars	19.9	25.2	88.8	96.1	8.528	10.793	38.077	41.219
Personal Romances	22.1	29.4	91.3	100.9	9.480	12.615	39.169	43.287
TV Star Parade	19.5	24.8	88.8	96.3	8.385	10.654	38.074	41.326
Secrets Romance Group:								
Confidential Confessions	15.8	21.9	78.2	86.8	6.775	9.384	33.567	37.254
Daring Romances	15.8	21.9	78.2	86.8	6.775	9.384	33.567	37.254
Revealing Romances	15.8	21.9	78.2	86.9	6.775	9.384	33.567	37.268
Secrets	15.8	21.9	78.2	86.9	6.775	9.384	33.567	37.268
*Silver Screen	15.4	10.9	50.3	44.1	6.619	4.668	21.606	18.906
True Story Women's Group:								
Photoplay	20.2	25.6	62.7	80.9	8.685	11.000	26.890	34.706
True Experience	10.8	13.6	39.4	57.4	4.652	5.853	16.882	24.606
True Love Stories	10.5	12.4	39.1	57.5	4.514	5.320	16.788	24.668
True Romance	11.0	12.6	40.3	56.1	4.727	5.400	17.271	24.074
True Story	53.5	63.1	175.6	204.1	22.953	27.057	75.349	87.550
TV-Radio Mirror	7.4	8.9	30.2	43.3	3.171	3.832	12.938	18.587
Total Group	401.7	485.8	1.582.6	1.848.5	172.460	208.401	679.172	805.042

†Formerly Movie Star TV Close-Ups. *Alternates bi-monthly with Screenland.

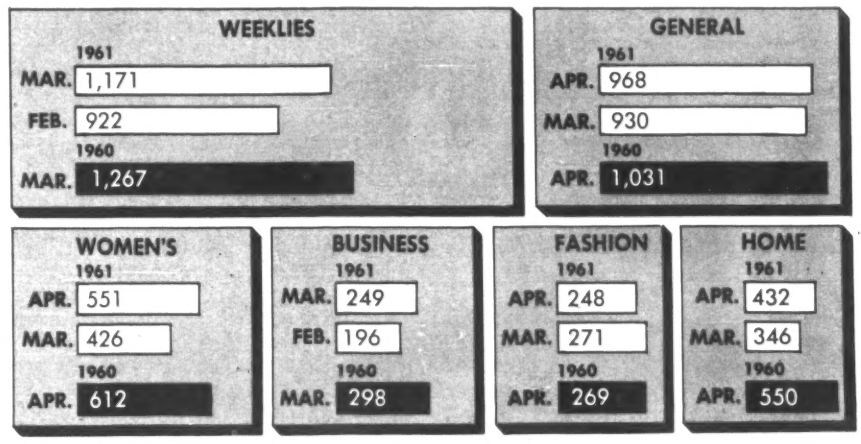
§Business (April)

Dun's Review & Modern Industry	66.9	89.0	276.2	319.0	28.072	37.370	115.785	133.990
Fortune	161.7	202.0	561.7	702.0	102.226	127.664	355.026	443.664
Management Methods	55.4	68.0	210.2	227.0	23.268	28.560	88.284	95.340
Nation's Business	50.4	74.8	180.8	224.1	21.162	31.409	75.912	94.094
Total Group	334.4	433.8	1.228.9	1.472.1	174.728	225.003	635.007	767.088

§Because current month linage figures for several publications are not yet available this group is broken into an April and a March section.

Magazine Linage Trend

Figures in Thousands



Business (March)

	Pages				Lines			
	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960
Barron's	90.0	85.0	243.0	242.0	59.075	55.634	159.383	158.492
Business Week	336.7	456.7	878.1	1.148.6	141.427	191.810	368.815	482.429
Financial World	58.8	57.7	130.0	139.5	24.704	24.249	54.631	58.599
Forbes	55.5	63.8	160.5	181.9	23.315	26.784	67.404	76.380
Total Group	541.0	663.2	1.411.6	1.712.0	248.522	298.477	650.233	775.900

Farm Magazines

	Pages				Lines			
	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960
Farm Journal: (mon)								
≠Central Edition	102.4	102.9	368.6	406.9	43.948	44.156	158.123	174.556
≠Eastern Edition	92.4	86.4	318.4	332.9	39.657	37.078	136.613	142.812
≠Southeastern Edition	69.3	64.4	262.6	275.0	29.717	27.639	112.660	117.984
≠Southwestern Edition	70.3	66.4	267.3	277.9	30.146	28.497	114.665	119.201
≠Western Edition	87.1	84.8	307.9	337.7	37.367	36.363	132.110	144.871
Average 5 Editions	84.3	81.0	305.0	326.1	36.167	34.747	130.834	139.885
Progressive Farmer: (mon)								
≠Carolina-Va. Edition	84.4	81.9	311.1	349.7	57.360	55.667	211.537	237.798
≠Ga.-Ala.-Fla. Edition	88.2	84.6	314.7	345.5	59.944	57.506	213.970	234.928
≠Ky.-Tenn.-W. Va. Edition	80.6	78.1	281.5	315.3	54.811	53.133	191.454	214.398
≠Miss.-La.-Ark. Edition	81.9	76.1	282.2	307.1	55.728	51.752	191.901	208.850
≠Texas Edition	78.1	82.4	276.1	312.0	53.111	56.009	187.749	212.128
Average 5 Editions	82.6	80.6	293.1	325.9	56.191	54.813	199.323	221.620
Successful Farming (mon)	111.1	99.4	319.3	345.3	49.982	44.710	143.684	155.390
Total Group	278.0	261.0	917.4	997.3	142.340	134.270	473.841	516.895

≠Not included in totals.

Youth

	Pages				Lines			
	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960
American Girl	20.2	18.6	80.9	93.1	8.685	7.958	34.716	39.922
Boys' Life	27.9	29.1	101.3	110.7	18.998	19.824	68.960	75.357
†Co-ed	18.6	24.8	78.3	60.1	7.821	10.395	32.869	25.242
Scholastic Magazines	56.0	58.4	158.8	193.7	23.528	24.543	66.680	81.349
‡Scholastic Roto	9.5	10.5	23.5	34.1	8.302	9.153	20.573	29.808
'Teen Magazine	11.9	18.5	27.1	60.4	4.984	7.756	19.810	25.340
Total Group	144.1	159.9	469.9	552.1	72.318	79.629	243.608	277.018

†No January 1960 issue. ‡No January 1961 issue.

Mechanics & Science

	Pages				Lines			
	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960
Mechanix Illustrated	70.8	68.5	272.6	301.8	15.863	15.325	61.062	67.554
Popular Electronics	47.2	53.4	204.9	212.9	10.568	11.957	45.898	47.696
Popular Mechanics	104.5	128.5	422.3	481.1	23.408	28.774	94.597	107.770
Popular Science	104.7	105.4	390.1	432.5	23.442	23.600	87.365	96.864
†Science & Mechanics	47.2	92.3	237.3	200.7	10.581	20.672	53.167	44.954
Total Group	374.4	448.1	1.527.2	1.629.0	83.862	100.328	342.089	364.838

†Became monthly publication May 1960.

Outdoor & Sport

	Pages				Lines			
	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960
American Rifleman	47.3	48.7	180.8	185.1	20.307	20.869	77.542	79.417
Field & Stream	80.7	85.0	260.5	286.0	34.621	36.465	111.759	122.685

(Continued on Page 56)

	Pages				Lines			
	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960
Fur-Fish-Game	26.8	28.3	96.2	94.0	11.485	12.135	41.280	40.326
Guns	17.9	25.9	80.7	81.9	7.679	11.111	34.663	35.135
Outdoor Life	81.2	98.1	265.7	283.6	34.854	42.089	113.988	121.648
Sports Afield	74.4	81.0	212.3	240.2	31.919	34.781	91.108	102.999
Total Group	328.3	367.0	1.096.2	1.170.8	140.865	157.450	470.340	512.210
Detective & Fiction								
Dell Men's Group	11.0	12.3	44.5	54.1	4.698	5.270	19.063	23.188
Thrilling Group	7.6	5.0	33.7	28.3	1.695	1.111	7.551	6.347
Total Group	18.6	17.3	78.2	82.4	6.393	6.381	26.614	29.535
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
The American Weekly	22.8	21.7	87.0	106.5	19.381	18.463	73.952	90.595
†Family Weekly	46.7	36.7	167.8	135.3	39.684	31.166	142.703	114.993
†Parade	56.7	51.7	200.1	214.3	48.217	43.983	170.065	182.375
Suburbia Today	19.2	24.6	72.5	64.6	16.338	20.914	61.634	54.851
†This Week Magazine	71.7	69.4	253.9	279.2	60.938	58.975	215.779	237.358
Total Group	217.1	204.1	781.3	799.9	184.558	173.501	664.133	680.172

†Five issues April 1961; four issues April 1960.

	Pages				Lines			
	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960
Newspaper Sections (II) (March)								
(All other newspaper sections)								
Chicago Tribune Magazine	185.2	159.5	513.3	476.6	157.458	135.608	436.280	397.443
New York Times Magazine	375.9	380.5	877.4	847.5	319.553	323.459	745.812	720.399
Philadelphia Inquirer	101.6	128.6	300.9	362.2	86.386	109.380	255.797	307.950
Total Group	662.7	668.6	1.691.6	1.686.3	563.397	568.447	1.437.889	1.425.792
Comics Magazines								
American Comics Group	7.0	7.0	28.0	28.0	2.646	2.646	10.584	10.584
Archie Comic Group	7.0	7.0	14.0	14.0	2.646	2.646	5.292	5.292
Harvey Comics Group	8.0	8.0	32.0	33.0	3.024	3.024	12.096	12.474
National Comics Group:								
Blue Unit	5.5	5.5	19.5	23.5	2.079	2.079	7.371	8.883
Red Unit	5.0	5.5	18.5	23.0	1.890	2.079	6.993	8.694
Total Group	32.5	33.0	112.0	121.5	12.285	12.474	42.336	45.927

	Pages				Lines			
	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960
Canadian								
†Canadian Homes	40.7	52.9	98.7	133.0	27.677	35.974	67.134	90.410
Chatelaine:								
Canadian Home Journal	78.6	88.6	258.0	253.5	53.449	60.242	175.422	172.358
Revue Moderne	58.7	—	158.7	—	39.945	—	107.897	—
Liberty	20.5	30.8	71.0	80.9	8.795	13.213	30.389	34.716
Maclean's	88.2	85.5	252.7	261.6	60.003	58.124	171.828	177.899
*Le Magazine Maclean	29.5	—	69.3	—	20.058	—	47.127	—
Reader's Digest:								
English Edition	108.3	121.8	330.0	354.0	19.702	22.159	60.060	64.428
French Edition	110.0	130.5	341.5	370.5	20.020	23.751	62.153	67.431
Revue Populaire	20.5	36.3	62.2	94.5	14.377	25.429	43.698	66.155
Samedi	13.7	16.4	39.0	46.7	9.597	11.502	27.943	32.734
‡Saturday Night	41.1	42.6	84.4	107.3	17.228	17.892	34.994	45.066
‡Time-Canadian	151.5	155.9	336.1	368.1	63.595	65.415	141.470	154.910
Total Group	568.7	562.8	1.681.1	1.594.7	273.623	250.394	793.651	706.131

†Formerly Canadian Homes & Gardens. *First published March 1961. ‡Not included in totals; as April figures were unavailable as this issue went to press March figures are shown.

Canadian National Weekend Newspapers (Rotogravure Linage)

La Patrie	9.5	20.8	38.3	82.9	8.525	18.678	34.450	74.641
Perspectives	89.5	78.4	273.7	239.6	87.302	76.485	266.911	233.657
La Presse	102.7	103.6	317.4	306.8	92.467	93.285	285.686	276.147
Star Weekly	86.2	112.1	290.2	359.7	75.440	98.044	253.922	314.711
Weekend Magazine	114.6	123.8	347.0	366.7	111.720	120.757	338.355	357.605
Total Group	402.5	438.7	1.266.6	1.355.7	375.454	407.249	1.179.324	1.256.761

†Five issues April 1961; four issues April 1960.

	Pages				Lines			
	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960
§Foreign (April)								
†Hablemos	19.9	38.1	51.6	81.3	16.674	31.962	43.344	68.250
Popular Mechanics:								
PM (Danish Edition)	22.0	24.5	75.5	93.5	4.620	5.488	15.225	20.944
PM (Dutch Edition)	21.1	9.0	51.4	42.8	4.431	2.016	10.804	9.118
Populare Mechanik (German)	4.9	3.3	24.8	16.4	1.097	739	5.554	3.673
PM (Swedish Edition)	10.0	10.0	35.0	43.5	2.100	2.240	7.320	9.744
Mecanique Populaire (French)	25.5	26.4	100.0	99.2	5.712	5.908	22.400	22.215
Populare Mechanik (German)	4.9	3.3	24.8	16.4	1.097	739	5.554	3.673
Mecanica Popular (Latin America):								
Brazil (Portuguese)	14.5	17.0	69.4	74.1	3.248	3.808	15.556	16.604
Mexican-Caribbean (Spanish)	22.2	26.4	73.7	95.8	4.972	5.908	16.508	21.462
So. Hemisphere (Spanisr)	14.3	15.4	41.8	54.7	3.203	3.444	9.374	12.250
Total Group	154.4	170.1	523.2	601.3	46.057	61.513	146.085	184.260

§Because current month linage figures for several publications are not yet available this group is broken into an April and a March section. †Five issues April 1961; four issues April 1960.

	Pages				Lines			
	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960
Foreign (March)								
Life International	70.5	89.6	215.2	234.0	48.025	61.030	146.370	159.120
Life En Espanol	31.0	37.4	111.5	128.3	21.080	25.500	75.905	87.295
Mexican Edition	48.6	54.6	137.5	166.1	33.150	37.230	93.585	112.965
Caribbean Edition	51.0	56.0	161.3	187.3	34.680	38.080	109.735	127.415
Newsweek:								
Pacific Edition	88.3	96.5	227.3	267.1	37.099	40.531	95.445	112.174
European Edition	82.0	76.7	220.8	209.6	35.240	32.197	92.715	88.024
Reader's Digest:								
Arabic	33.5	36.5	87.5	107.5	6.097	5.986	15.925	17.630
Argentine	75.0	45.0	136.5	112.0	13.650	8.190	24.843	20.384
Australian	56.8	63.0	151.8	164.0	10.329	11.466	27.619	29.848
Austrian	74.0	62.0	164.0	157.0	13.098	11.284	29.028	28.574
Belgian	57.0	50.0	140.0	121.5	10.659	8.750	26.180	21.263
Brazilian	69.0	67.0	198.5	181.5	12.558	11.725	36.127	31.763
British	65.0	85.5	188.5	215.0	12.090	15.903	35.061	39.990
Caribbean	45.0	50.0	120.0	166.0	8.190	9.100	21.840	30.212
Chilean	22.0	—	56.0	—	4.004	—	10.192	—
Danish	28.0	41.5	69.8	95.8	5.096	7.055	12.695	16.278
Dutch	66.0	70.0	168.5	168.5	12.012	12.740	30.667	30.667
Finnish	32.0	27.0	64.0	60.0	5.824	5.022	11.648	11.160
French	114.0	139.7	262.0	284.3	21.318	24.442	48.994	49.758
French-Swiss	40.0	30.0	96.0	62.0	7.480	5.250	17.952	10.850
German	131.0	126.0	300.0	286.0	23.187	22.932	53.100	52.052
German-Swiss	45.0	37.7	96.0	83.7	8.190	6.856	17.472	15.228
Iberian	90.7	75.3	220.0	180.0	16.230	13.710	39.380	32.760
Indian	51.0	46.0	160.0	129.0	9.486	8.372	29.760	23.478
Italian	79.5	59.5	193.5	160.5	14.469	10.234	35.217	27.606
Japanese	25.5	26.8	89.3	97.3	4.386	4.494	15.351	16.338
Mexican	40.5	42.5	113.5	125.0	7.371	7.735	20.657	22.750
New Zealand	41.5	33.0	105.0	87.5	7.553	6.006	19.110	15.925
Norwegian	67.5	59.0	145.0	110.5	11.610	10.030	29.940	18.785
Overseas Military	37.0	37.0	111.0	108.0	6.734	6.734	20.202	19.656
South African	66.5	81.5	174.5	221.0	12.369	14.589	32.457	41.106
Southern Hemisphere	20.0	22.0	57.5	61.5	3.640	4.004	10.465	11.193
Swedish	81.0	71.0	184.0	136.5	15.066	13.206	34.224	25.389
†Time International:								
Time-Atlantic	146.6	139.5	330.1	372.9	61.530	58.555	138.950	156.555
Time-Latin American	97.6	96.1	218.8	261.6	40.950	40.705	91.840	109.830
*Time-Pacific	—	92.2	—	261.7	—	38.710	—	109.865
Time-Asia	103.8	—	244.0	—	43.540	—	102.480	—
Time-South Pacific	81.6	—	169.0	—	34.230	—	70.980	—
Vision:								
†Visao (Portuguese Edition)	130.0	133.7	337.0	341.7	54.600	56.140	141.540	143.500
Mexican Edition	100.8	99.5	251.2	261.5	42.350	41.790	105.490	109.830
Spanish Edition	86.8	83.0	208.2	216.7	36.470	34.860	87.430	91.000
Total Group	2.672.6	2.539.3	6.683.3	6.590.1	804.640	771.143	2.058.571	2.068.215

†Five issues March 1961; four issues March 1960. *Time's Pacific edition was split into two editions—Time-Asia and Time-Pacific—as of January 1961.

ON CHICAGO'S
Magnificent Gold Coast

Enjoy superlative luxury only five minutes from downtown . . . steps from famous restaurants and exclusive North Michigan Avenue stores.

Superb appointments and friendly service. Rooms, suites and apartments by the day, month or year.

Donald O. Cronin, Mgr.

LAKE SHORE DRIVE HOTEL
Overlooking Lake Michigan
181 E. Lake Shore Dr. · SU 7-8500

'Press-Chronicle' Adopts Bulk, Frequency Discounts

The *Press-Chronicle*, Johnson City, Tenn., has adopted bulk and frequency discount plans for national advertisers. The bulk plan starts at 1% for 1,000 lines within 12 months, and runs to 11% for 100,000 lines or more. A Continuity-Impact-Discount plan ranges from a discount of 4% for 300 lines weekly for 12 weeks, to a 12% discount for 1,000 lines weekly for 48 weeks. The daily's open rate remains at 15¢ a line.

MOODY MONTHLY "INVITED" SALESMAN

with the TWO-WAY REACH
IN CONSERVATIVE PROTESTANT CHURCH MARKET

1 **MOODY MONTHLY "SITS DOWN"** in 100,000 homes each month . . . bringing your sales messages to more than 280,000 *receptive* readers.

2 **M/M ADVERTISERS ARE "IN"...** when buying decisions are made in more than 60,000 growing, aggressive conservative Protestant churches.

CALL OR WRITE TODAY FOR YOUR FILE COPY OF NEW BROCHURE WITH MEDIA FACT SHEETS ON M/M's TWO MARKETS

LAWRENCE ZELTNER
Advertising Manager

MOODY MONTHLY
the influential magazine

PHONE MI 2-1570 · 820 N. LA SALLE STREET · CHICAGO 10

Paul W. Long Sr., HuntingtonPublishing Ex-Exec, Dies at 64

HUNTINGTON, W. Va., April 11—Paul Walker Long Sr., 64, former board chairman of Huntington Publishing Co., died April 9 of a cerebral hemorrhage.

The company, founded by his father, publishes the *Huntington Herald-Dispatch*, the *Advertiser*, and the *Sunday Herald-Advertiser*. Mr. Long was named general manager in 1937, president in 1958 and board chairman the next year.

Mr. Long also had served as publisher of the *Advertiser* and as head of WSAZ Inc., which operates stations WSAZ and WSAZ-TV. He sold his holdings in Huntington Publishing and WSAZ last August.

ANTHONY SYKES

LONDON, April 11—Anthony E. Sykes, 49, a director of LPE Television Ltd., died here March 28 after a short illness. Mr. Sykes was the youngest brother of R. C. Sykes, deputy chairman and managing director of London Press Exchange and a grandson of the founder of the agency.

With the present managing director of LPE's outdoor publicity division, R. Nelson, he wrote the standard work on poster advertising in Britain, "Outdoor Advertising," published in 1953.

Mr. Sykes became a director of LPE Television Ltd. when it was formed in 1955.

THOMAS J. LITLE III

DETROIT, April 10—Funeral services were held today for Thomas J. Litle III, 47, former manager of *Time's* Detroit advertising office. Mr. Litle died April 6. He joined *Time* as a salesman in 1954 and was made local manager in October, 1958. He resigned his position three weeks ago. Before joining *Time*, Mr. Litle represented Crowell-Collier in its Detroit office. A native of Woodbury, N. J., he was a 1934 graduate of Cornell University. #

Ferguson to N. J.-Standard; Draeger Succeeds at Esso

Robert P. Ferguson, manager of economic and marketing research of the Esso division of Humble Oil & Refining Co., has been named head of the planning and research division in the marketing coordination department of Standard Oil Co. (New Jersey), effective May 1. Mr. Ferguson, who joined Esso in 1936, earlier had been manager of the marketing price analysis division, and had planned the organization of the Esso division which he is leaving.

At the same time, Esso has named Arthur A. Draeger, who joined the company last year as New York state manager, to succeed Mr. Ferguson. Mr. Draeger earlier had headed the technical service division and research and development division of Humble in Texas during his 25 years with that company.

Helene Curtis Sets Push for Shampoo Plus Egg

Helene Curtis Industries will launch its largest print effort for Shampoo Plus Egg in May issues of *McCall's*, *Reader's Digest*, *Seventeen* and *This Week Magazine*. The push extends through 1961. Campbell-Mithun, Chicago, is the agency.

Two premiums—a baby-sitters' guide or an address book—will be offered for $1 each with Shampoo Plus Egg or Creme Rinse, starting this month.

Carling Forms Marketing Unit

Carling Brewing Co. has established a new marketing division comprising the middle Atlantic states which will be served by its new Baltimore plant. Adam B. Jablonski, formerly advertising and sales promotion manager of Carling's midwestern division, has been named divisional marketing director.

Sears Forms New Products Unit

Sears, Roebuck & Co. has formed a new products and business development committee, which "is expected to stimulate greatly the development of new ideas in products, designs, materials and methods at Sears." Charles W. Harper, head of the luggage buying department, has been named committee chairman.

Grant Invades Kuala Lumpur

Grant Advertising has opened a new office in Kuala Lumpur, Federation of Malaya. Dennis Gore has been named manager of the new office which will have such clients as Colgate-Palmolive, British-American Tobacco, Nestles, Standard Vacuum, Vernot Eastern Agencies and Sissons Paints.

Associated Agency Moves

Associated Advertising Agency, Wichita, has moved to new quarters at 700 Colorado-Derby Bldg.

The San Francisco picture:

KRON-TV

had more viewers

than any other television station

in Northern California

every month

for the last three years

1958 1959 1960

San Francisco Chronicle
NBC—Channel 4
Peters, Griffin, Woodward

Source: ARB Reports
Total Homes Reached Per
Average Quarter Hour

LISTEN FOR THE NEW

Mel Allen, Betty Furness, Dave Garroway, Wayne Howell, Lindsey Nelson, Bert Parks—these top showbusiness personalities now headline "Monitor '61." Such "Monitor" regulars as Mike Nichols & Elaine May, Bob Hope, and Bob & Ray join them in a dramatically new format for NBC Radio's popular weekend network service, which makes wider use of the NBC news department's world-wide facilities.

SOUND OF MONITOR '61

One new "Monitor" feature: "Ring Around The World"—a series of five-minute commentaries on world developments by top NBC news correspondents in strategic spots around the globe. Another: "Weekend Report"—A 25-minute study in depth of the biggest news story of the week. New stars, new programming, new excitement—this is "Monitor '61!" **NBC RADIO NETWORK**

Remsen-Whitney Will Launch 'NATO Journal' in September

Remsen-Whitney Publishing Co., New York, will launch a new international business publication, *NATO Journal*, in September. The company, which also publishes *Missiles & Space*, said the new magazine will have a controlled circulation of 15,000, with 75% of this readership overseas. It will be distributed to business, military and government officials in the North Atlantic Treaty Organization countries.

NATO Journal will cover the industrial and military needs of the NATO market. Erik Bergaust, leading military editor and author of the recently published biography of Wernher von Braun, "Reaching for the Stars," will be editor. Stephen R. Kent, president of Remsen-Whitney, will be publisher. The onetime page rate will be $780.

DIE ERSTE*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

*DIE ERSTE means First in German

Publisher Names Bernhard

Murray Bernhard, of Murray Bernhard Associates, has been named a vp and director of ad sales of Super Market Publishing Co., New York, publisher of *Super Market-Merchandising* and *Discount Merchandiser*. He succeeds Curtis Harrison, who has left the company.

BRAND AVAILABILITY—*U.S. Steel is scheduling this ad in newspapers and on outdoor boards to promote canned soft drinks. Batten, Barton, Durstine & Osborn is the agency.*

U. S. Steel Sets Push for Canned Drinks

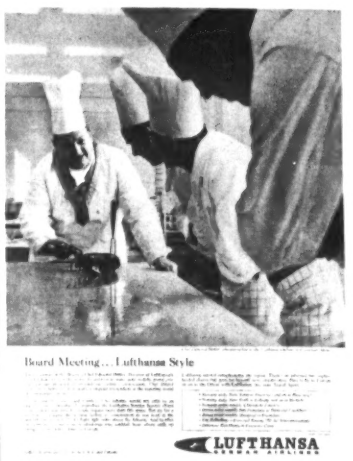
NEW YORK, April 11—U. S. Steel has set a 25-market push for canned soft drinks in June, July and August, using ten 1,000-line ads in 31 newspapers, half in color, and a No. 50 outdoor showing in each city.

Eleven consecutive "U. S. Steel Hour" programs will show a total of 20 canned drink commercials in 134 cities. In the New York area, the company will air 84 radio spots over four stations, plus three tv cut-ins in "Steel Hour."

Batten, Barton, Durstine & Osborn is the agency for U. S Steel. #

WPDQ Promotes Fellows

Richard C. Fellows, formerly operations manager and a disc jockey with WPDQ, Jacksonville, Fla., has been appointed sales manager of the radio station.



THE CULINARY SELL—*Edmond Dittler, Lufthansa's head chef, was featured in b&w pages run by the German airline in April 7 regional editions of Life and April 15 regional editions of The Saturday Evening Post. D'Arcy Advertising is the agency.*

UAT French Airlines Sets Ads in Travel, Consumer Magazines

NEW YORK, April 11—UAT French Airlines, largest airline in Africa, has launched its new "Paris is your gateway to Africa" ad campaign (AA, Jan. 23) through Ritter, Sanford, Miller & Kampf, its passenger agency since last September.

The magazine campaign began with a small-space ad in the *Saturday Review* April 1, with another to follow April 20 in *Sports Illustrated* and a third in *Atlantic Monthly* in May.

The *Saturday Review* will carry four more ads (June 3, Aug. 5, Oct. 7, Dec. 2); *Sports Illustrated* three more (June 20, Aug. 20, Oct. 20); and *Atlantic Monthly* three more (July, September, November).

Other publications on the schedule are *Travel Weekly* (the first ad ran March 1), *Travel Agent* (the first ad ran March 25), *ASTA Travel News*, *Interline Reporter*, *American International Travel* and *Canadian Travel News*. A total of 28 insertions is scheduled for these books.

Background in all the ads will be a map of Africa, with one featuring a runway stretching from north to south. Headline: "With UAT—all Africa is your landing field." #

Information Handling Services Formed by Cahners, Rogers

The former technical services division of Rogers Publishing Co., Denver, a property acquired by Cahners Publishing Co., Boston, earlier this year, has been converted into a new company, Information Handling Services. Principal stockholders are Narragansett Capital Corp., Cahners Publishing Co., Thomas A. Rogers, Bennett Martin, Hathaway Instruments, and Richard O'Brien, formerly vp and general manager of technical services, and now president and director of the new company.

The company provides an information searching, storage and retrieval system that finds data from among thousands of technical catalogs and reproduces it.

Seek Sale of WNCT-TV

Directors of Carolina Broadcasting System have recommended that WNCT-TV, Greenville, S. C., and other assets be sold to Georgia Broadcasting Co., Augusta, for $2,445,002. Other assets include 30% interest in WECT-TV, Wilmington, N.C. The sale is subject to approval by stockholders and the Federal Communications Commission.

Point the way to better display...

with kleen-stik® pressure-sensitive

TWO-SIDED TAPES

Instantly Convert Any Printed Piece Into A Complete, Self-Sticking P.O.P. Display

Versatile Kleen-Stik Transfer Tapes *get your selling points up* at the Point of Purchase the sure, easy way. *Preferred* by dealers because of their peel-and-press application — so *more displays* get used . . . do *more selling* for you. Economically applied by your printer as part of his process. Let moistureless, self-sticking Kleen-Stik displays point the way to bigger sales.

Leading Advertisers Use Kleen-Stik for 1001 P.O.P. Applications

- Window Streamers
- Shelf Talkers
- 3-D Displays
- Slide-Stiks
- Flange Displays
- Package Stick-ons

. . . and many more

2 Types meet every need

- "D" Tape — multi-purpose economy tape for all light-weight uses
- Dubl-Stik — special heavy-duty adhesive holds heavier displays of cardboard, plastic, wood, etc.

kleen-stik® PRODUCTS, INC.

7300 West Wilson Avenue Chicago 31, Illinois

Plants in Chicago, Newark, Los Angeles, and Toronto, Canada

See your regular printer, lithographer or silk screener . . . or write direct

OVER 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP

Standing Room Only

...BUT NOT FOR LONG WITH METROPOLITAN PLANNING LIKE THIS: The San Francisco Bay Area is doing something about its commuter problem that can help other cities solve theirs. Plans call for a 132-mile-long rapid-transit system that will whisk commuters at 80 mph in comfort-conditioned cars—with a seat guaranteed for every passenger. Electronic computers will automatically start, stop, and run trains at preprogrammed speeds on exclusive rights-of-way.

An advanced concept in metropolitan transportation of this magnitude requires financing and public support. Bay Area residents will go to the polls to vote on the plan. Meanwhile, the story is being told up and down San Francisco Bay by civic and industrial leaders who are solidly behind the plan.

General Electric is helping to tell the story in advertising. To do this, G.E. selected one consumer magazine: Holiday. In the April issue (which happens to be devoted entirely to San Francisco) you will see a dramatic 4-color, 2-page spread by G.E. outlining the Bay Area plan. Who will get this message? San Franciscans, to be sure, and transportation officials and civic leaders in other cities which face similar problems. But so will opinion leaders all over the nation—some 900,000 active, affluent Holiday families who have an extraordinary interest in the world around them. A potent force on local and national opinion, they're well above the average in education and income. They read Holiday relaxed, minds open to ideas. And Holiday's editorial excellence and authority lend conviction to ideas they see on the advertising pages. This superb combination of audience and editorial environment means that whether you are promoting a product or a point of view, you can generate action in **HOLIDAY MAGAZINE.**

MORE HOMES

Average Issue Household Audience	
LIFE	20,200,000
Look	17,300,000
Post	14,800,000

MORE ADULT READERS

Individuals 18 Years of Age and Older	
LIFE	28,400,000
Look	23,600,000
Post	19,900,000

MORE MEN

Men 18 Years of Age and Older	
LIFE	14,400,000
Look	12,100,000
Post	9,700,000

REACH AND

MORE HOMES WITH CHILDREN

Homes with Children under 18 Years of Age	
LIFE	12,500,000
Look	10,400,000
Post	8,600,000

MORE LARGE FAMILIES

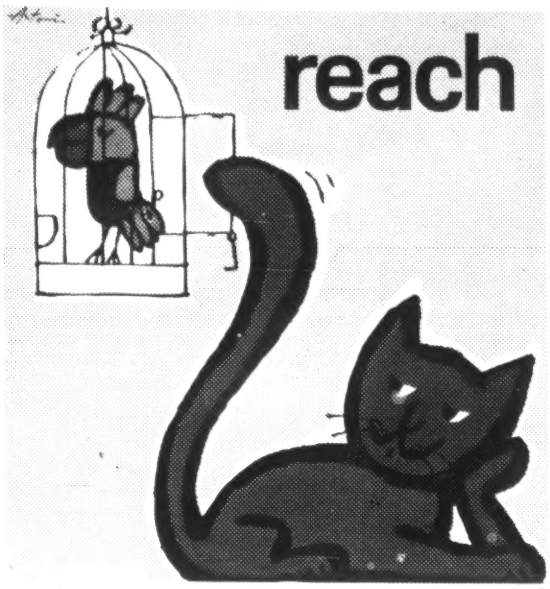
Homes with Five Persons or More	
LIFE	5,200,000
Look	4,400,000
Post	3,600,000

MORE HOMES IN TOP MARKETS

Nielsen A & B Markets	
LIFE	13,900,000
Look	11,500,000
Post	9,700,000

Source: Nielsen Media Service, 1960

Figures show top three among general weekly, fortnightly, and women's service magazines based on an average issue.

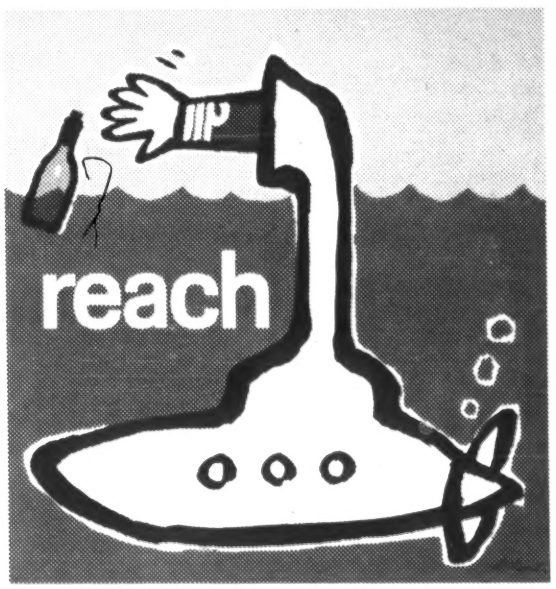


MORE WOMEN

Women 18 Years of Age and Older	
LIFE	14,000,000
Look	11,500,000
Ladies' Home Journal	11,500,000

MORE YOUNG MEN

Men 18-34 Years of Age	
LIFE	5,200,000
Look	4,300,000
Post	3,500,000



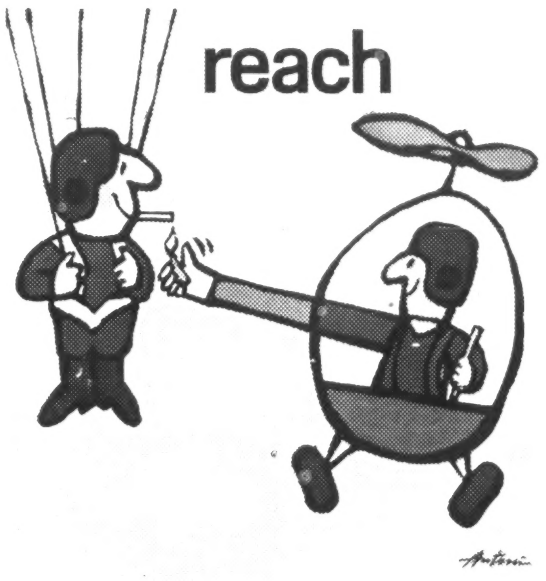
MORE YOUNG WOMEN

Women 18-34 Years of Age	
LIFE	5,100,000
Look	4,400,000
Ladies' Home Journal	3,900,000

SELL WITH LIFE (R)

MORE UPPER INCOME HOMES

Household Income $8,000 or More	
LIFE	5,300,000
Look	4,500,000
Post	4,200,000



MORE COLLEGE-EDUCATED HOMES

Household Head 1 Year College or More	
LIFE	4,900,000
Post	3,900,000
Look	3,800,000

BIGGEST QUALITY AUDIENCE EACH WEEK—

SELL THEM WITH

ADVERTISED IN

LIFE

Y&R Shifts Three, Adds One in Detroit

Young & Rubicam has named Joseph J. Seregny account supervisor in its Detroit office and has given broader duties as account executives to two men reporting to Mr. Seregny, who now heads the Chrysler Imperial division advertising. Reporting to him will be Philip O. Spelman and Edward J. Singelyn. In addition, Philip F. Jacques, formerly with N. W. Ayer's Detroit office, has joined Y&R as public relations account executive assigned to the Chrysler account.

Mr. Seregny joined Y&R in 1958 after eight years in advertising at Ford Motor Co. The switches will relieve Joseph F. Standart, vp and head of the Detroit office, of some of the Chrysler and Imperial account work and free him for other duties.

ON AIR... PAGE... SCREEN

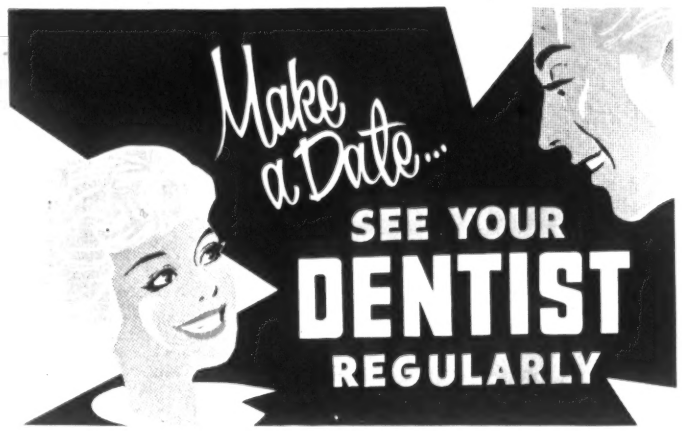
Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.

You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss — adequately and inexpensively. Write for details and rates.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

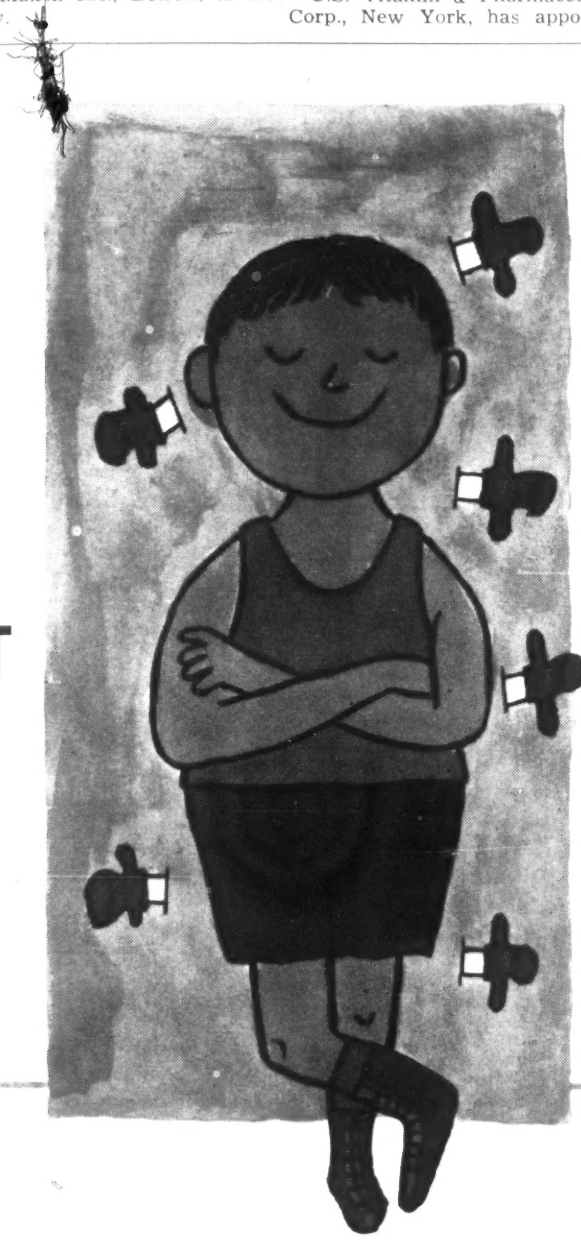
La Choy Offers Chopsticks

La Choy Food Products, Archbold, O., will offer four pairs of chopsticks for a label from one can of shrimp chop suey/chow mein. Advertising of the premium offer will be in b&w ads in 79 newspapers the weeks of April 17 and May 15, plus color ads in *Woman's Day* in April and *Family Circle* in May. Local ad material and in-store displays will also be used. Maxon Inc., Detroit, is the agency.



SEE YOUR DENTIST—*Linen Supply Assn. of America, Chicago, is using truck posters during May to urge people to see their dentist regularly. Association members buy and place public service posters on trucks at their own expense.*

Burdick & Becker Adds Emivan Burdick & Becker, New York, to handle advertising for Emivan, new respiratory stimulant. U.S. Vitamin & Pharmaceutical Corp., New York, has appointed



TRUST

The Bulletin *is* Philadelphia—familiar as the Liberty Bell or the New Year's Day Mummers' Parade.

Whether it's reviewing the world-famous Philadelphia Orchestra's performance of a Chopin concerto, or reporting on the dramatic redevelopment of historic Society Hill, Philadelphians *trust* The Evening and Sunday Bulletin for accurate news of their neighbors, accurate news of the world.

From Independence Hall to the Main Line, from Bucks County to Atlantic City—in the Greater Philadelphia market—*trust* has helped make The Bulletin Philadelphia's leading newspaper. When you buy The Bulletin you buy more than top-rated circulation and readership . . .

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC.

Advertising Offices: New York, Chicago, Detroit, Los Angeles, San Francisco. Florida Resort Office: The Leonard Company, Miami Beach.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN

Demise of British Magazines Led to 'Paris-Match' Plan

LONDON, April 11—The leading French illustrated magazine, *Paris-Match*, is planning an English-language edition to be launched next spring, with a minimum circulation of 800,000 (AA, April 10).

A number of large British agencies were first sounded out on the project two years ago, but it was pigeonholed when the agencies said it would need a circulation of 800,000 to get their support.

Paris-Match's publisher, Jean Prouvost, was doubtful that that figure could be achieved. But the folding of three of the four leading general interest magazines in Britain—including two illustrated weeklies—since then has altered the situation.

Now it is understood the plans have been dusted off and arrangements are going ahead to arrange for distribution in Britain and the U. S., with a cover price of two shillings (28¢) and 25¢, respectively. This is the same price British buyers now pay for the French edition.

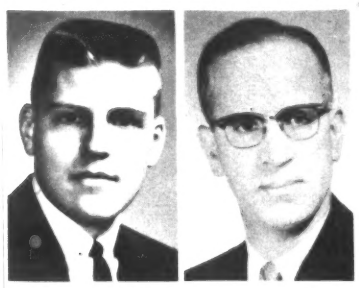
■ The bulk of the contents will be the same as in the French edition, with the addition of special features designed to be of interest to English-language readers.

The English-language edition will be preceded by a German-language edition, to be launched this autumn, and followed by a Spanish-language edition in the fall of 1962. All three foreign editions probably will be printed and published in Paris.

It is understood that M. Prouvost has postponed his plans for publishing the four-language *Capital* indefinitely in order to concentrate on development of *Paris-Match* and his other interests. #

Ekco-Alcoa Names Carlile Director of Marketing

John W. Carlile, general manager of marketing services of Ekco-Alcoa Containers, Wheeling, Ill., has been promoted to the new position of director of marketing. Ramon Gaulke has been promoted to direct advertising and sales promotion.



Ramon Gaulke John W. Carlile

The company also made three other promotions which include: Robert Tooker, manager of market development; Tom Carter, manager of marketing services; and Robert Angsten, merchandising manager.

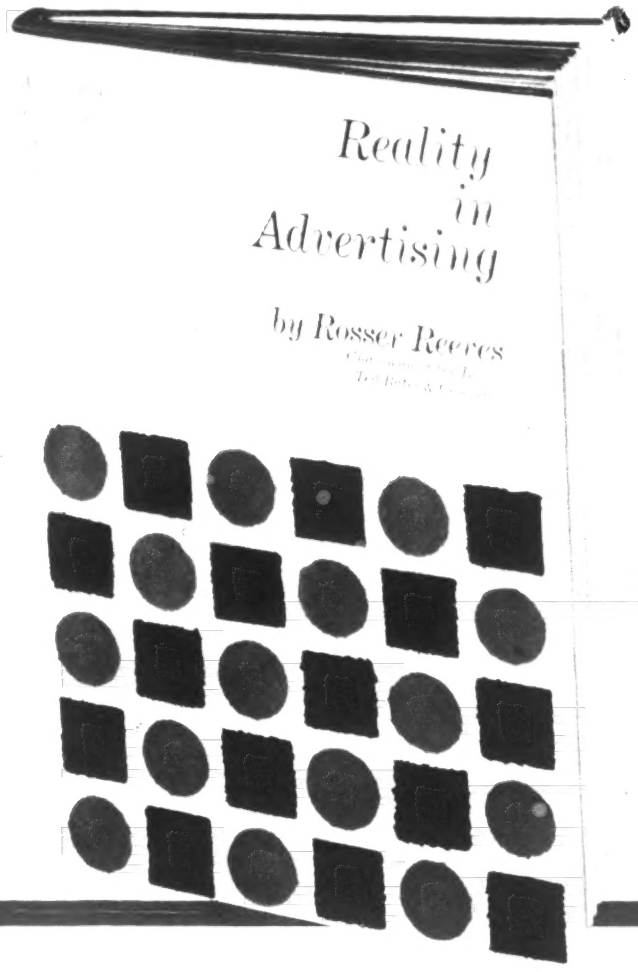
Four A's Reprints Booklet

The American Assn. of Advertising Agencies has announced that it will reprint 30,000 more copies of its booklet, "What Advertising Agencies Are—What They Do and How They Do It," by Frederic R. Gamble, president. The reprint, with some updating, will be the third edition (fifth printing) since the booklet was introduced last July. Permission has been granted for six foreign translations, the Four A's said. Free copies are available from the Four A's, 420 Lexington Ave., New York.

Henry Bourne Agency Moves

Henry T. Bourne Advertising Agency, Cleveland, has moved to new quarters at 1408 Keith Bldg.

THE BOOK



that has startled the business world is Now On Sale!

Seldom has a book caused so much commotion before its publication as this brilliant account of the principles of successful advertising . . . Advance copies of **Reality in Advertising** were eagerly sought by leading business executives, the advertising cognoscenti, and rival agency heads . . . Even before publication, it caused a $12,000,000 account to change agencies . . . Advertising leaders call this "the best book on advertising ever written" . . . Intelligent, forceful, rich in insight, stimulating to read, **Reality in Advertising** is a book that may change the face of advertising in America . . . No businessman will want to miss it.

"A great polemic—of equal importance to Claude Hopkins' historic book. I shall order 450 copies—one for every officer and employee and one for each of our clients."
DAVID OGILVY

"In a hundred and sixty pages Rosser Reeves has set down what it took me 35 years to absorb from such old timers in the business as Don Francisco of Lord & Thomas, O. B. Winters of Erwin Wasey, Albert Lasker, Lou Maxon, Hill Blackett, Frank Hummert—to say nothing of my own agency. I have now read this remarkable book three times."
DUANE JONES

"Intelligent, forceful, refreshing and offensive. It puts before the public and the advertising business an argument and an attitude which the pious smoothies of the business have been trying to hide for years."
MARTIN MAYER
Author, Madison Avenue, U.S.A.

". . . the only time in the history of advertising that a book played such an important part in the landing of a major account."
NEW YORK TIMES

"By far the best book on advertising I have ever read. Like radar, Rosser Reeves penetrates through the advertising fog."
GERARD LAMBERT

"This is what the advertising business is really all about. A book every advertiser should read *and re-read*, for it clears away the mist."
GEORGE BAUER
Nation's Business

"It was inevitable that someone, some day, would write the definitive book on advertising. Rosser Reeves has done it."
ALFRED POLITZ

"A wealth of material condensed into a short and brilliant exposition. It could change the face of advertising."
CLAY FELKER
Feature Editor, Esquire Magazine

"A tough-minded book from the master of hard sell. A complete and incisive exposition. A tour de force."
JOHN CRICHTON
Editor, Advertising Age

"Terrific! This unusual book does for advertising what Peter Drucker did for management in his classic, *The Practice of Management*."
ROBERT T. LUND
Former Publisher of Printers' Ink

"A masterful text; a great book; a new advertising classic. It can save millions of dollars for any serious national advertiser."
SID SCHWINN

"Some things which needed saying desperately . . . backed up with good factual evidence."
EDWARD C. BURSK
Editor, Harvard Business Review

"An operational tour de force. Rich in insight. I was enchanted—surprisingly so, since I have an allergy to treatises, texts and tracts. It held my attention transfixed from beginning to end."
BENJAMIN SONNENBERG

"Advertisers are bound to be shaken up by much that is in the book . . . "
NEW YORK JOURNAL-AMERICAN

"This book is pretty nigh devastating. It breaks through a whole forest of misconceptions. Definitely not for amateur thinkers."
WESTON HILL

"Cuts through fads and side issues. A re-dedication to fundamentals—the most illuminating book on what makes advertising work since Claude Hopkins' *Scientific Advertising*."
SHERWOOD DODGE

"A sort of Rosetta Stone of advertising. A contribution of the highest value. It separates the gold from the dross."
LUCIUS A. CROWELL

ROSSER REEVES
author of
Reality in Advertising,
is Chairman of the Board of Ted Bates and Company, Inc., the world's fifth largest advertising agency.

"This is a brilliant exposition of a method which revealed to me a new world in advertising."
HON. JACOB K. JAVITS
U.S. Senator from New York

". . . Written with a clarity not yet achieved by most of the nation's economists, or by advertising's critics, or even by its many supporters."
PRINTERS' INK

"Publication date is April 17 . . . Knopf might well be advised to post a guard outside the door."
NEW YORK HERALD TRIBUNE

"This book is an absolute 'must' for any advertising or businessman who wants to make his advertising sell."
ARTHUR H. "RED" MOTLEY
Publisher, Parade Magazine

ALFRED·A·KNOPF, BORZOI BOOKS **Publisher**

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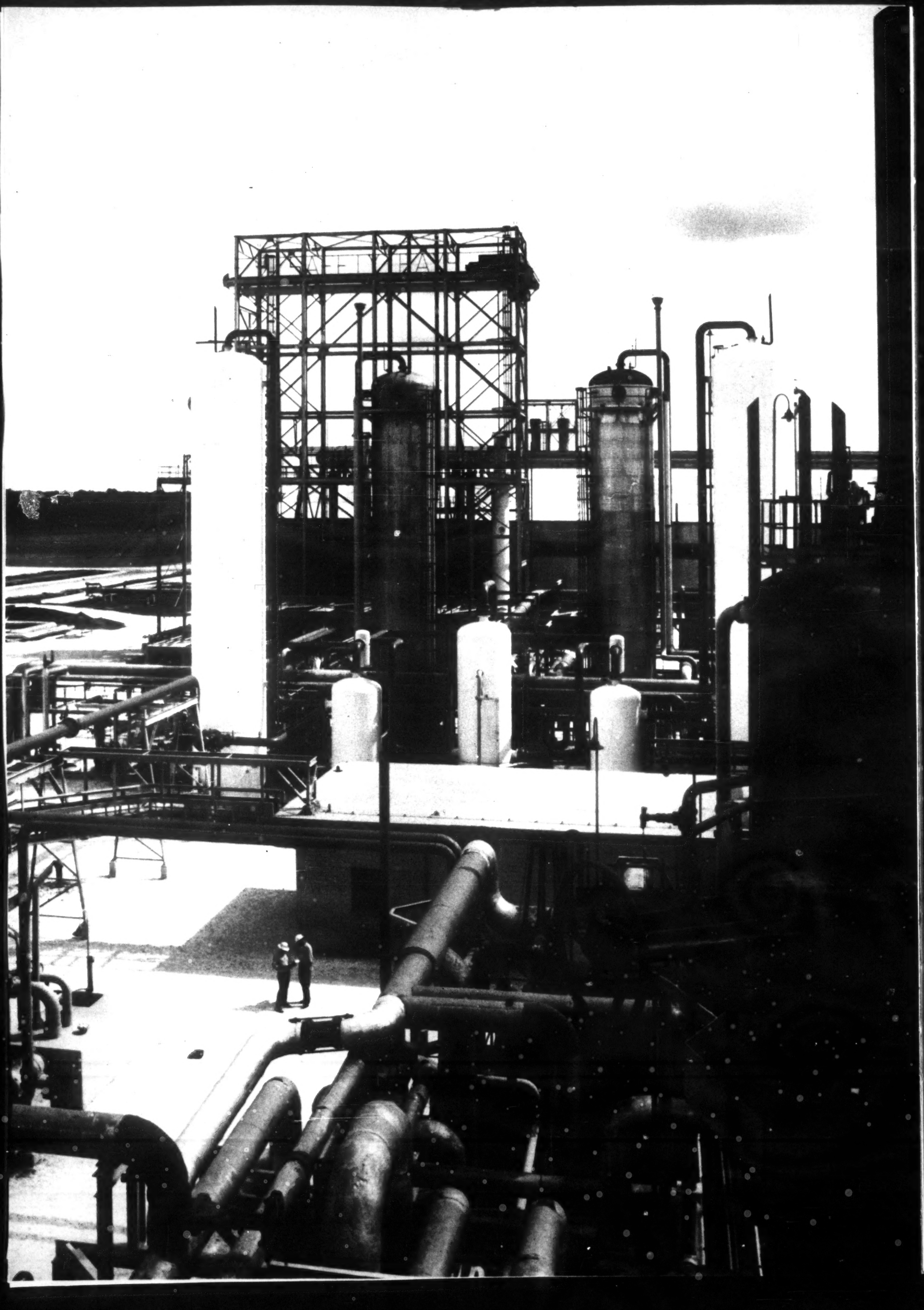
$3.95 at better bookstores everywhere



"You mean to stand there, Al, and tell me one man buys for this CPI* plant?"

ONE KIND OF MAN DOES . . . *the technical decision-maker.* He is the essential buying force behind the materials and equipment that go into this exciting computer-controlled multi-million Monsanto Chemical's plant.

THE TECHNICAL DECISION-MAKER will make most of the $55.3 billion buying decisions for new plant and equipment and raw materials this year in the *Chemical Process Industries. His engineering training qualifies him to do this. His specialized responsibilities carry with them an enormous obligation, not only to buy . . . but to buy with knowledge and skill. *(See "CPI Buying Patterns," a new study by Universal Marketing Research, an Alfred Politz affiliate. Ask your CE representative.)*

YOU WILL FIND it sales-satisfying to cultivate *the technical decision-maker.* His eyes are open, his ears are alert, and certainly he's your kind of man, too . . . because he's the pivot point between technology and profits here in the CPI. Personalize your advertising to him in his own and only publication . . .

CHEMICAL ENGINEERING

A McGRAW-HILL PUBLICATION 330 W. 42d ST., NEW YORK 36, N. Y. ABP ABC

MONSANTO CHEMICAL'S BARTON PLANT . . . this tremendous amonia operation is the first chemical plant in the country to use direct, on-line computer control of an over-all chemical process. The equipment, itself, stretches about 300 yards and is regulated by a single computer in the master control room.

Now Those Harvard Men Are Taking Over 'Mademoiselle'

NEW YORK, April 11—Pardon us, *Mademoiselle*, but your *Lampoon* is showing.

That will be the case, come the July issue of the fashion publication. Under a contract arrangement, Harvard University's famous humor magazine, *Lampoon*, has taken over *Mademoiselle* for one month—sock, smock and apparel.

The editorial invasion appeared to be complete. *Lampoon*-ers began tackling the petticoat parody with glee. *Mademoiselle*, meanwhile, coyly admitted to a "promotion natural" and demurely polled "several hundred" agencies and advertisers whose promotions might be humor-inclined.

The July *'poon* harpoon will not strike *Mademoiselle's* regular advertising mid-section. "Bona fide ads will be left alone," said Gordon Morford, *Mademoiselle* director of advertising. "We're not inviting agencies to tie in just for the hell of it. They know whether their timing and appeals are right.

■ "The great trend toward humor in the entire ad field should help us," said Mr. Morford, who gave examples such as DuPont hosiery, via Batten, Barton, Durstine & Osborn; Ohrbach's store, and others, via Doyle Dane Bernbach; and Schweppes via Ogilvy, Benson & Mather.

Jurisdiction over the ad parodies —along with editorial spoofs— will come under the wing of *Mademoiselle's* editor-in-chief, Betsy Talbot Blackwell. "We made an agreement that both sides must be agreeable to material before publication. The only stipulations I've made are that the models the boys use must be attractive, and the clothes used in photography must appear in proper light," she said.

"We don't expect anything offensive, or outside good taste. But frankly, I'm terrified about what they'll do to my regular column, 'memo from the editor.' They do seem like awfully bright boys, though."

Advertisers' reactions to the parody have been "excellent thus far," *Mademoiselle* said. Although it had "warned" prospective customers that "nothing will be sacred—fashions, cosmetics, travel, fiction—all will be treated with due disrespect, all will feel the prick of parody."

■ One reply, from Margaret Hockaday, president of Hockaday Associates, chirped that, "Harvard is in the White House and the young men of the future are in *Mademoiselle* in July. What a brilliant idea!"

Prodded by ADVERTISING AGE to reveal initial *Lampoon* goings-on, Mrs. Blackwell gingerly recounted that:

1. A *'poon* photography shooting sequence on Madison Ave. nearly resulted in the entire crew getting tagged by the law. A model, attired like a riveter ("For the 'summer jobs' piece the boys are doing") had traffic jammed for blocks.

2. *Lampoon* Editor Jack Winter requested "unusual" props. "What kind?" asked Mrs. Blackwell. "Mice," returned Mr. Winter. "Alive or dead?" queried Mrs. Blackwell. "Dead," Mr. Winter reported somberly.

"How about a bull?" searched Mr. Winter. "Alive or dead?" Mrs. Blackwell requested, meekly. "Alive," said Mr. Winter.

"We finally got the bull up in the elevator for posing," she said, triumphantly. "Only thing is, he has but one good profile. Imagine!

■ "And then there are those penguins the boys wanted. Do you know, there's a strike on at the zoo and aquarium. We had an awful time getting those birds. And the photo they did with the archer —why do you suppose they aimed the arrow at the girl instead of at the apple on her head?" she wanted to know.

In all, 80 pages will get the *'poon* treatment.

"We've made a precise study of *Mademoiselle*," chortled Mr. Winter, "and we don't intend to change the magazine's over-all appearance. Editorial features makeup-wise, will stay intact, as will some department titles. But there the similarity ends," he added, explaining that ten *Lampoon*-men and "other contributors, now on vacation around the country," are doing the words-and-pictures surgery.

■ Mr. Winter wondered if another shooting sequence, performed near the UN building, would ricochet around the globe. It seemed that white-sweatered models were throwing "cotton puff balls" at the penguins. Russians, happening along, whipped out their own cameras and recorded the incident.

"It will probably appear behind the iron curtain as an example of capitalist sadism," Mr. Winter worried.

Discussing ad parodies, Mr. Winter said that these would be via (1) specific ads (e.g., "I dreamed I was arrested for indecent exposure in my Maidenform bra") and (2) some general types (e.g., a girl, bereft of her bouffant, standing in front of a barber shop with the ad headlined: "Too bad she's bald").

■ Did Mr. Winter believe there would be a problem getting *Mademoiselle* to approve the *'poon's* "classical parody with outrageous humor?"

"Not at all," he said, whereupon he described a final ad: "There's a little bit of walrus in every woman," the headline read. "Those are only slight tusks on the model's upper lip in the picture," Mr. Winter explained.

As *Lampoon* aimed for July, *Mademoiselle* began diverting its staff toward a "huge, murderous" August issue that usually runs twice as big as most. The fashion magazine's staff seemed happy about the extra preparation time. ("Somebody suggested we all go on vacation," said a *Mademoiselle* member.)

■ Meanwhile, back on the campus, the *Harvard Crimson*, the university's newspaper, told about its sister publication's New York soiree with *Mademoiselle*.

Also, explained the *Crimson*, in 1925 a *Lampoon* parody of the *Literary Digest* was removed from newsstands, banned by the Post Office, and sold under the counter for $8 a copy. #

HOT DOG—*Broadcast Foods Inc., Chicago, continues its promotion of Effie's chili hot dog sauce in Charlotte, N.C., where it was introduced a year ago, with a special 5¢-off offer in the Charlotte Observer and on Radio Station WGIV. Plans are afoot to expand distribution into other southern markets. Arthur Meyerhoff Associates is the agency.*

Californians Top U. S. Smokers by 3.5%

California smokers burned up an average of eight packs of cigarets a week in 1960—3.5% more than the national average, according to figures of the California board of equalization. The state agency said that in the first full year of cigaret taxation, taxable sales to retailers totaled 43.5 billion cigarets, while non-taxable sales amounted to an additional 3.3 billion during the year.

The board added that the figures indicate that California ranks second among all states in the total number of cigarets sold.

Seven Join AFA

New members of the Advertising Federation of America, New York, are Campbell Soup Co., Camden, N. J.; Richard K. Manoff Inc., New York; W. E. Long Advertising, Chicago; *Texarkana Gazette-News; Bangor Daily News, Evening Herald*, Rock Hill, S. C., and *New Haven Register*.

Borax Buys Daytime NBC-TV

The 20 Mule Team products department of U. S. Borax & Chemical Co., Los Angeles, has expanded its daytime schedule on NBC-TV. Commercials will run on "Jan Murray Show," "Loretta Young Theatre," "From These Roots," "Make Room for Daddy" and "Young Dr. Malone." McCann-Erickson is the agency.

KOGO-TV Boosts Ormsby

Burke W. Ormsby, program director of KOGO-TV, San Diego, has been given the additional assignment of promotion director.

IT'S
BACON'S
for
COMPLETE
COVERAGE
of
MAGAZINES!

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST
Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

STANDARD (FIRST CLASS) 24 SHEET
POSTER PLANT FOR SALE

The top-rated and mantained 24-sheet standard poster panel facilities operated by Industrial Manufacturing Company in the Greater Metropolitan Kansas City, Missouri; Kansas City, Kansas; and Independence, Missouri area will be sold to adjust tax and estate situations.
The complete purchase price will be subject to depreciation. Long term debt financing can be arranged.
Brochure describing details will be mailed to responsible principals upon request.

ADDRESS: HOWARD J. STALCUP P.O. BOX 5829 KANSAS CITY, MO.

MEMBERS OUTDOOR ADVERTISING ASSOCIATION OF AMERICA.

THE SAN DIEGO UNION AND EVENING TRIBUNE

'Haverhill Journal' Seeks Removal of Judge in Law Suit

BOSTON, April 11—Court permission for a writ of mandamus was sought here against Federal Judge Charles E. Wyzanski Jr. by attorneys for William Loeb, publisher of the *Union Leader*, Manchester, N. H. and the *Journal*, Haverhill, Mass.

If granted, the writ would have the effect of preventing the jurist from holding further proceedings of the anti-trust suit against the Union Leader Corp. by the *Haverhill Gazette*.

■ Judge Wyzanski currently is considering the amount of damages due the *Gazette* from Mr. Loeb's company for alleged anti-trust violations. Robert Goldman, counsel for the *Gazette*, has already said he intends to seek damages in excess of $3,000,000. The judge ruled that both the *Journal* and the *Gazette* were guilty of anti-trust law violations (AA, Jan. 4, '60).

The petition filed here by Union Leader attorney James M. Malloy asks the federal appeals court to assign another judge to the case. Mr. Malloy said his client's newspapers have carried stories and editorials concerning the public and personal activities of Judge Wyzanski whenever they were deemed sufficiently newsworthy.

■ Both the *Union Leader* and *Journal* printed detailed accounts of negotiations between members of Judge Wyzanski's family and William F. Callahan, former commissioner of the Massachusetts department of public works, on land-takings.

Mr. Malloy charged that Judge Wyzanski showed bias and prejudice in ordering an affidavit by his client, which accused the judge of personal bias, to be stricken from the records. #

CELLOPHANE SELL—*This color spread for American Viscose Corp. is the first in a new series promoting various types of Avisco cellophane. The ad ran in Business Week, Modern Packaging, Newsweek, U.S. News & World Report in March and Consumer Packaging in April. Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, is the agency.*

Asher, Godfrey Changes

Asher, Rosston & Kremer, New York, is the new name for the former Asher, Godfrey & Franklin, New York agency. Officers remain the same.

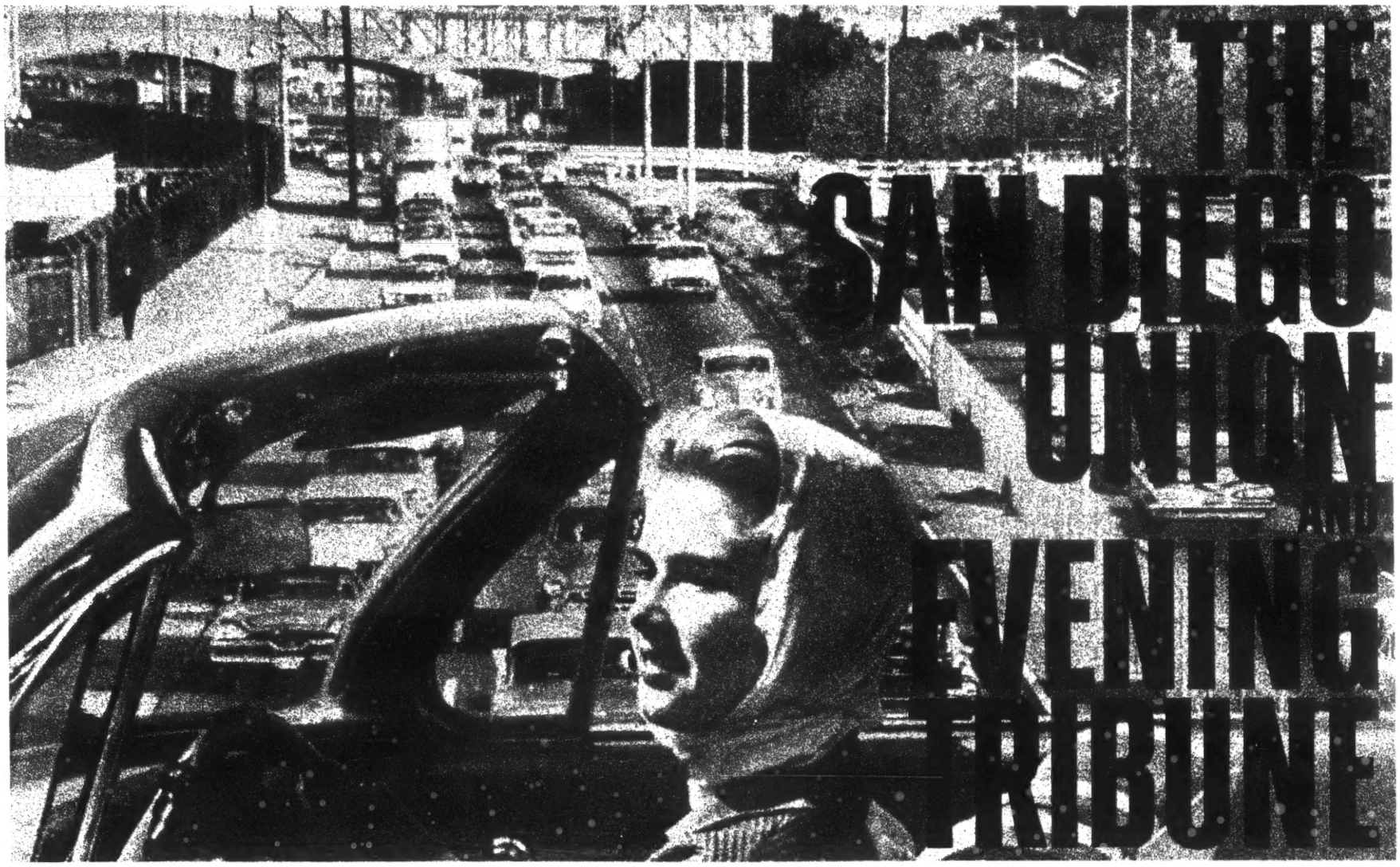
Bright Retires from 'Chronicle'

Maurice S. Bright, 65, has retired as manager of special features advertising of the *Houston Chronicle* after 50 years in the ad field. For 10 years head of the daily's retail advertising, he reduced his responsibilities to special features advertising after an illness in 1948.

Toni Buys CBS-TV Show

CBS-TV has signed Toni Co. as co-sponsor with previously announced Scott Paper Co. for the 1961-'62 half-hour series, "Window on Main Street," starring Robert Young, Monday at 8:30 p.m. (EST). Toni's order was placed through North Advertising.

"Any display will increase your sales But the right one will multiply them"
VANDERPOOL Displays
A complete promotional service in all mediums — cardboard, plastic, etc.
122 S. MICHIGAN AVE. CHICAGO 3, ILL.
HArrison 7-8442



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

San Diego County ranks 2nd in automotive sales on the West Coast, 15th in the nation.* Cover the market in San Diego's sturdiest advertising vehicles – *The San Diego Union* and *Evening Tribune.*

These metropolitan dailies have prepared a special automotive sales study. Ask your West-Holliday representative for your copy, or write to General Advertising Department, Union-Tribune Publishing Co., San Diego 12, California.

* 1960 Sales Management Survey of Buying Power.

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California – Greater Los Angeles – Springfield, Illinois – and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC. (Nelson Roberts & Associates)

"The Ring of Truth" Copley Newspapers

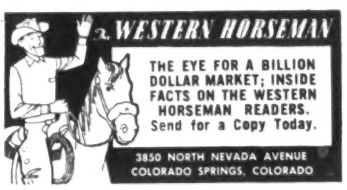
The San Diego Union | EVENING TRIBUNE

'American Home' Names Two

American Home, New York, has named Jean Harris Bankier to its promotion staff and Lorry Meyer home furnishings promotion manager, a new post. Mrs. Bankier formerly was with Batten, Barton, Durstine & Osborn. Miss Meyer was with *Better Homes & Gardens*.

Rybutol to Cohen & Aleshire

Rybutol vitamins, made by Vitamin Corp. of America, a division of Lanolin Plus Inc., Newark, has appointed Cohen & Aleshire, New York, to handle its advertising. Television, radio and print will be used. Daniel & Charles is the previous agency.



United Air Lines Offers Ad Space in 'Mainliner'

CHICAGO, April 11—United Air Lines is investigating the possibility of selling advertising in its own monthly publication, "Mainliner," which is distributed to passengers aboard its planes.

In a letter to 21 advertisers, among which were General Motors, Ford, Chrysler, American Motors, several camera companies, car rental companies, hotels and luggage companies, United explained that if the reaction is favorable, it will begin accepting advertising with "Mainliner's" September issue.

United pointed out that it currently circulates 125,000 copies of "Mainliner" monthly with pass-on readership of about 676,000. When the merger with Capital Airlines is completed this summer, United said, the publication's circulation would have a potential readership of 1,175,000 persons per month.

■ "Mainliner," which is a full color magazine started by United in May, 1957, currently runs 16 pages monthly. United said that if it decided to accept ads, it will increase the magazine to 20 pages and will initially sell only three pages of advertising monthly. Only page units of advertising will be accepted at a rate of $4,000 per page.

United highlighted the quality of its readership by pointing out that 67% of its passengers are management and sales executives and professional men. It estimated that 25% of the magazine's readers have incomes of $20,000 or more; 55% have incomes of $12,000 or more, and the average reader has an income of $15,000.

■ United is believed to be the first domestic airline to bring out a publication like "Mainliner." Trans World Airways currently has a quarterly publication, "Ambassador," which carries no advertising. Capital Airlines brought out a bi-monthly magazine, "Voyager," in October, 1959, but dropped it a year ago. This magazine carried advertising but apparently did not pay its way. #

New Old Spice Introduced

Old Spice Super Smooth Shave, a new formula, is being introduced this month by Shulton Inc., New York, with spot radio and magazine pages, kicking off with three pages each in *Sports Illustrated* and *True*. "Shaves that are so comfortable you barely feel the blade," is the theme. Wexton Co., New York, is the agency.

Kastor, Hilton Publishes Book

A 123-page transcript of the seventh annual new products seminar, sponsored by Kastor, Hilton, Chesley, Clifford & Atherton last November, has been published by the agency, located at 575 Lexington Ave., New York. It costs $5 a copy.

a toast and farewell to an old friend

Today we part company, Pittsburgh Brewing Company and Smith, Taylor & Jenkins, Inc. Reluctantly. During the 23 pleasant years of our partnership, Iron City sales have doubled and ST&J has become an increasingly successful advertising agency. So here's a friendly toast and farewell from the men and women of ST&J to their counterparts at Pittsburgh Brewing. May the next 23 years be even more rewarding for Iron City.

SMITH, TAYLOR & JENKINS, INC.
ADVERTISING AND PUBLIC RELATIONS
225 Fourth Avenue, Pittsburgh, Pa.

GOOD-BYE—*Smith, Taylor & Jenkins, Pittsburgh, ran this ad in both Pittsburgh dailies to announce its loss of the Pittsburgh Brewing Co. account.*

Smith, Taylor Bids Its Departing Client Farewell via Ads

PITTSBURGH, April 11—What do you do when you lose your biggest account—after servicing it nearly a quarter century—to a competitor who has had about half of it for only three years?

Smith, Taylor & Jenkins, in exactly this situation, chose to advertise the fact.

■ The agency spent about $2,000 to offer "a toast and farewell to an old friend," Pittsburgh Brewing Co., via ads in *Pittsburgh Post-Gazette & Sun-Telegraph* and *Pittsburgh Press*.

The ads did not mention Ketchum, MacLeod & Grove, the competitor who had won a portion of the Iron City beer account in 1957 and this month was given all of it (AA, April 10).

■ "During the 23 pleasant years of our partnership, Iron City sales have doubled, and ST&J has become an increasingly successful advertising agency," the ad noted, offering "a friendly toast and farewell from the men and women of ST&J to their counterparts at Pittsburgh Brewing. May the next 23 years be even more rewarding for Iron City."

Ronald P. Taylor, agency president, explained that in addition to the sentiment engendered by the "reluctant" parting with the client, the 840-line ad also sought to demonstrate that ST&J aggressively seeks new business. During the past year, he added, the agency has acquired "well over $500,000 in new accounts and also increased the billing of accounts on our books."

■ Reaction to the unusual ad? Mr. Taylor said the agency received a letter of appreciation from S. E. Cowell, Pittsburgh Brewing president, and a letter and phone calls from other executives. About 90% of the reaction to the ad in advertising circles in general, the agency believes, was likewise favorable. #

Family Weekly . . . **THE SUNDAY MAGAZINE THAT SELLS AMERICA'S MIGHTY MIDDLE MARKETS**

Remember your B's and C's

The fast growing Nielsen B & C counties where Family Weekly circulation is largely concentrated, with the total national coverage to do an effective marketing job for you.

In 195 important Middle Markets, any comparison of national media quickly points up the clear cut dominance of *Family Weekly*. Here, even network TV won't enter as many homes at one time as *Family Weekly*.

And in *Family Weekly* you share the unique *local* impact of the 195 leading newspapers which feature it each Sunday . . . the day and place where your most important Middle Market retailers concentrate their own advertising.

It's essential that *Family Weekly* size cities have full status in your selling plans for these areas are growing fast!

Alert drug and cosmetic marketers close in on this big market in *Family Weekly* . . . the one that GETS CLOSE to 5,123,864 Middle Market families.

We'll gladly show you the FACTS. Contact

Family Weekly

153 North Michigan Avenue, Chicago 1, Illinois
405 Park Avenue, New York 22
Detroit • Cleveland • Los Angeles • San Francisco
Leonard S. Davidow, *Publisher*
Patrick E. O'Rourke, *Advertising Director*

THE LARGEST MARKET IN THE WORLD THAT CAN BE COVERED IN SUCH DEPTH BY A SINGLE ADVERTISING MEDIUM

Announcing...Sixth Annual Circulation Seminar for Business Publications

June 7-8, 1961—Pick-Congress Hotel, Chicago

ADVERTISING PUBLICATIONS, INC., publisher of Advertising Age, Industrial Marketing and Advertising Requirements, again expresses appreciation to the following organizations who cooperate in the production of the Seminar each year: *Chicago Circulation Round Table, Chicago Business Publications Ass'n., Mail Advertising Club of Chicago,* Audit Bureau of Circulations, The Associated Business Publications, Business Publications Audit of Circulation, Inc., Publication Management Magazine, Direct Mail Advertising Ass'n., National Business Publications, Inc., National Circulation Round Table, Subscription Fulfillment Managers' Ass'n., Verified Audit Circulation Company.

PURPOSE OF THE SEMINAR — The two-day meeting is a once-a-year opportunity for circulation managers and their key assistants to get together from all parts of the United States and Canada to *exchange ideas and information.* The program embraces the latest techniques, methods and developments of business paper circulation fulfillment, employe management, mail promotion, and relations with other departments.

Some Of The Two-Day Seminar Program Highlights

RESPONSIBILITIES OF A CIRCULATION MANAGER
A real pro in the business tells what he considers to be the important responsibilities—the things a circulation manager should and should not be doing.

OPPORTUNITIES FOR A CIRCULATION MANAGER
An expert with a wealth of experience in all aspects of publishing tells some of the good things that can be in store for an efficient circulation manager.

THE BIG JUMP FROM PLATES TO PUNCHED CARDS
How two different business papers made the switch. An informal discussion of why it was made . . . what was hoped for . . . how the conversion was done . . . what the new system is doing . . . pitfalls to avoid . . . advantages to be gained.

USE OF AN OUTSIDE PUNCHED CARD AND/OR PLATE SERVICE FOR MAINTENANCE OF SUBSCRIPTION LISTS
Ever thought of having your subscription lists handled by an outside organization? This session focuses squarely on the problems involved—tells the advantages and disadvantages.

WHAT STANDARDS OF CIRCULATION PRODUCTION DO YOU HAVE?
A panel discusses what performance we should expect from our employees. Specific examples from fellow circulation managers allows you to compare those standards to your own.

REPORTS TO TOP MANAGEMENT
Round-up of forms used for this purpose. What management expects—and some of the extra information circulation managers would be wise in submitting.

SUBSCRIPTION FULFILLMENT PROBLEMS & ANSWERS
An expert panel discusses various problems submitted by circulation managers. Also describes unique solutions to basic problems.

SUBSCRIPTION PROMOTION PROBLEMS & ANSWERS
An informal workshop session devoted to the discussion of unusual circulation promotion problems and solutions.

HOW TO MAKE YOUR PRINTED MATERIAL LOOK BETTER, WORK HARDER, COST LESS
A printer, artist, lettershop expert and circulation manager sink their teeth into the problems of producing printed material that looks better, costs less and does a more effective job.

IS IT POSSIBLE & PRACTICAL TO MAKE EXTRA MONEY FROM EXTRA CIRCULATION DEPARTMENT ACTIVITIES?
This might pay the mortgage! The Seminar is canvassing business paper publishers to see what the over-all picture is on extra money-making ideas for the circulation department to handle. This session discusses the profit-making possibilities.

LATEST AUDITING RULE CHANGES
Concurrent hour sessions for each of the auditing organizations (ABC, BPA and VAC) . . . each moderated by a circulation manager with the assistance of a staff member of the auditing group . . . to cover all of the latest changes and rulings.

TWO EXCELLENT LUNCHEON SPEAKERS
1. *Earl Nightingale,* nationally famous inspirational lecturer, tells how to make your life more productive, richer, happier!
2. *Top U.S. Post Office Official* discusses important postal rulings passed since last Seminar and contemplated for future.

ADD TO THESE HIGHLIGHTS . . . a complete *Commercial Display of Equipment and Services* for Circulation Fulfillment and Promotion . . . *Gallery Of Exhibits* and *Circulation Promotion Material . . . United States Post Office Exhibit* fully manned throughout two-day session . . . *Consultation Booths* manned by top experts from each of the *Auditing Companies* (ABC, BPA, VAC).

AND—ON FRIDAY MORNING, JUNE 9—FREE FIELD TRIPS conducted by members of the Chicago Circulation Round Table to see various types of subscription fulfillment systems operated by Chicago publishers, including: Addressograph, Elliot, Speedaumaut, Combination Addressograph-IBM Punched Cards, Straight IBM Punched Cards, Scriptomatic.

SEND RESERVATIONS TODAY

with check ($20 per person, includes Two Luncheons, all Seminar Sessions, Two-Day Consultation Center, Promotion Gallery and Commercial Exhibits) to:

CIRCULATION SEMINAR
200 E. Illinois, Dept. 4, Chicago 11, Illinois. If your plans change, your money will be refunded any time you ask for it.

Seattle Outdoor Ad Rule Prohibits Use of Scenic Locations

SEATTLE, April 11—Regulation of outdoor advertising to preserve scenic views has been ordered by the Seattle city council in an ordinance passed last week.

The ordinance applies to advertising structures along freeways, expressways and parkways. It specifies that the term "scenic" shall "be deemed to mean any area directly visible—from a specified section or sections of a freeway, expressway or parkway—which has been found by the council to encompass an array of impressive natural prospects and imposing features, including sweeping views of the harbor, of the lakes, of the mountains or of the central city skyline."

■ The regulation also prohibits placement of signs adjacent to "any landscaped or scenic-view sections of a freeway, expressway or parkway."

The ordinance has been three years in development by a committee whose members represented the outdoor industry, building trades, the Washington Roadside Council, Municipal League, Municipal Art Commission, Central Assn., Chamber of Commerce and City Beautification Committee. #

Wright Joins KGW-TV

Richard J. Wright, for two years with Pacific National Advertising Agency, Spokane, has been appointed promotion and publicity director of KGW-TV, Portland.

FREE CRAYONS!
CRAYONS are a 'natural' as a give away or a self-liquidating premium. All children love to color, especially with these low cost, quality non-toxic crayons. We'll imprint your firm name on the crayon boxes.
Write Dept. 'A-2' on your letterhead for FREE Samples and details.
ADVANCE CRAYON & COLOR CORP.
136 Middleton St. • B'klyn 6, N. Y.
LITTLE ARTIST

Cunningham Tells College Ad Students Packard Was Wrong

NEW YORK, April 11—The man from Cunningham & Walsh slugged it out here in an effort to prove critics were wrong when "they called me a hidden persuader."

That was the title of a speech given by John P. Cunningham, chairman of the board of Cunningham & Walsh, before the Sales Executives Club of New York as it honored 84 top college advertising students, as part of "Inside Advertising Week."

■ Mr. Cunningham, whose agency has embarked on a youth forum plan of its own (AA, Dec. 26), sought to correct certain images of admen as "manipulators," "election influencers" and fear-peddlers via "Freudian impulses."

While Mr. Cunningham didn't name anyone who actually called him a hidden persuader, he wasted no time in dragging the book of the same name—and its author, Vance Packard—into the fray.

"Vance Packard's book is 275 pages of attack, most of it unfair attack. It is without constructive suggestion.

"He does this for the very reason that he accuses us of being economically evil—namely, to sell more of his books so that he can make more money from overemphasis, distortion, and exaggeration," Mr. Cunningham said.

"The charge that we in advertising and sales make people want what they do not need is not a true bill. People want practically everything that is made.

"If they don't want it, it isn't made any longer."

■ Hitting at advertising's lack of economics education in the U.S., Mr. Cunningham said that "most people still do not know the difference among savings banks, cooperative banks, trust companies, investment banks, and commercial banks.

"We have an obligation. We should help by working through school boards and parent-teachers associations," he recommended.

Mentioning a report that simple economics is taught "in only 5% of the high schools in this country," the C&W chairman speculated that "95% of the graduates don't know what a corporation is—what its function entails in the business system, or what its officers, directors, and shareholders do."

■ The college advertising students were told by Paul Foley, exec vp of McCann-Erickson, that "a working philosophy of excellence is not the dead hand of niggling perfectionism. It is a dynamic philosophy which can tolerate errors and false starts and imperfect results.

"But it cannot tolerate inaction or the greased skids of habit or the litany of solid reasons why 'you can't do that.' It must be a vital, probing force."

Mr. Foley explained that statistics, bar charts, curves and projections are "simply the physical tracks that individual people leave behind them as they go about the everyday business of being people.

"It is the individual person behind the statistics who is the effective target of your creative activity—unless you reach him your total circulations are merely bulk, all foam and no beer." #

Kentucky Club's Greenbrier Out

Kentucky Club Tobacco Co. has added a menthol blend, called Greenbrier, to its line of pipe tobaccos. The new mixture was introduced via ads in all the major Sunday supplements, plus insertions in *Argosy* and *Sports Illustrated*. Fall ad plans have not been set, but it's expected they will include national magazines. Charles W. Hoyt Co., New York, is the agency.

Scott Boosts Miller, Goldring

R. Jack Scott Inc., Chicago, has promoted Beverly Miller to media director in charge of radio-tv and Norm Goldring to media director in charge of space. Miss Miller formerly was a radio-tv time buyer. Mr. Goldring, formerly research director, will continue to handle research duties.

THE SYRACUSE HERALD-JOURNAL
SERVING THE SYRACUSE MARKET
THE #1 TEST MARKET—U.S.A. . . .
*1ST. IN DAILY NATIONAL FOOD ADVERTISING LINAGE VOLUME IN NEW YORK STATE (Including New York City and New England) 1960
*8TH. IN DAILY NATIONAL FOOD ADVERTISING LINAGE VOLUME IN THE U.S.A. 1960
★ the following RATINGS BASED ON MEDIA RECORDS REPORT 1960

NEW YORK STATE — LINAGE
✓ 1. Syracuse Herald-Journal 857,916
2. Rochester Times-Union 852,454
3. Buffalo Evening News 826,159 (Excluding "This Week" Supplement)
✓ 4. Syracuse Post-Standard 767,589
No other New York State Newspaper (including New York City) ranks among the First 20 Media Records measured cities.

U.S.A. — LINAGE
1. Chicago Tribune 1,099,293
2. Philadelphia Bulletin 1,071,786
3. Chicago Daily News 1,054,685
4. Milwaukee Journal 969,307
5. Los Angeles Times 957,533
6. Cleveland Press & News 891,007
7. Pittsburgh Press 870,946
✓ 8. Syracuse Herald-Journal 857,916

Grocery Product Advertisers have found there is one way to sell *all* this *big* market.

FULL COLOR AVAILABLE — DAILY AND SUNDAY
Represented Nationally by MOLONEY, REGAN & SCHMITT
*SRDS Consumer Market Data
SYRACUSE The 46th Metropolitan Market
AMERICA'S Best TEST MARKET
the SYRACUSE NEWSPAPERS
HERALD-JOURNAL Evening & HERALD AMERICAN Sunday — THE POST-STANDARD Morning & Sunday
CIRCULATION: Combined Daily 230,814 ● Sunday Herald-American 202,467 ● Sunday Post-Standard 102,966

WTRF-TV STORY BOARD

TEST for the man who says he calls 'a spade a spade' . . . . just fall over one and lotsa luck!
Wheeling wtrf-tv
T. R. Effic!
PONDERING: When you laugh at the boss's jokes, do you have a sense of humor or is it a sense of direction?
wtrf-tv Wheeling
BOB FFERGUSON'S TV programming promise: "There'll be a chicken in every plot!"
Wheeling wtrf-tv
AFRICA'S NATIVE TRIBES have a custom of beating the ground with clubs and uttering spine-chilling cries. Anthropologists call it primitive self-expression. Here in America, we call it golf.
wtrf-tv Wheeling
INMATES in our prisons are showing great interest in the educational programs offered. Instructors report that the subject preferred by nine out of ten prisoners is "Outer Space".
Wheeling wtrf-tv
THE BEDRIDDEN MALE PATIENT had just asked the rookie nurse for a "vase". With first-day enthusiasm she hurried but paused at the door to ask: "Just how large a bouquet do you have, sir?"
wtrf-tv Wheeling
YOU ARE NOT AN EXECUTIVE until your job is so important that you're not permitted to know what you are doing!
Wheeling wtrf-tv
IMPORTANCE IS OUR MOST IMPORTANT PRODUCT . . . it's the biggest thing we have to sell to alert advertisers wanting lucrative results in the Wheeling-Steubenville Industrial Ohio Valley. WTRF-TV Wheeling? Ask George P. Hollingbery.
CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

Your selling story hits him where he lives

here.

Just as you read Advertising Age with a more intense and moving interest than other publications, so does this big farm customer read his Home State Farm Paper.

This is his occupational "trade paper." More than that, it's like a visit by a friendly neighbor . . . bringing him *local* news of people and events he *knows* . . . significant stories of the latest in crops and livestock produced under *his* special conditions.

From his Home State Farm Paper, this big farm customer makes his key planning and buying decisions. No other farm publication can match this "right where he lives" kind of motivation!

Our INDIANA FARMER, OHIO FARMER, MICHIGAN FARMER, PENNSYLVANIA FARMER, KANSAS FARMER, and MISSOURI RURALIST are Top-Third Farm Markets. KENTUCKY FARMER and TENNESSEE FARMER serve the rich Top-of-the-South market. All are printed in high-quality color gravure and offset.

What a customer he is!

THIS BIG 8-STATE CUSTOMER OWNS AND USES:

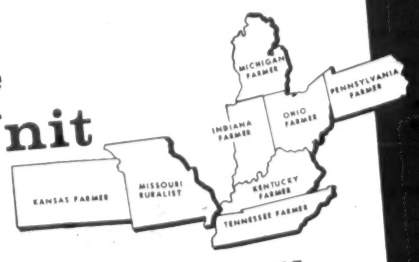
Automobiles	1,046,577
Trucks	700,604
Field tractors	1,273,384
Gallons fuel (est.)	1,728,170,400
Expenditures for petroleum products	$ 342,865,903
Total spendable farm income in these 8 states	$11,177,093,000

There's a whole NEW LOOK in Farm Paper Advertising—write

You have new advertising opportunities in the Home State Farm Papers never before available in this field. ROP *full color* at surprisingly low cost — no expensive plates needed. *Full bleed*, no charge. *Different copy in each state*, no premium. *Combination rate savings* — earned on 4 papers up to 8 (as much as $1,382.40 on a b&w page). STRAIGHT-LINE ADVERTISING services to help localize; focus and sharpen your selling. *Send for brochure.*

Home State Farm Paper Unit

1010 ROCKWELL AVENUE,
CLEVELAND 14, OHIO



TOP-THIRD FARM STATES . . . TOP-OF-THE SOUTH STATES

Boil down the whole mix of market data and three big facts send Milwaukee simmering toward the top of your newspaper lists:

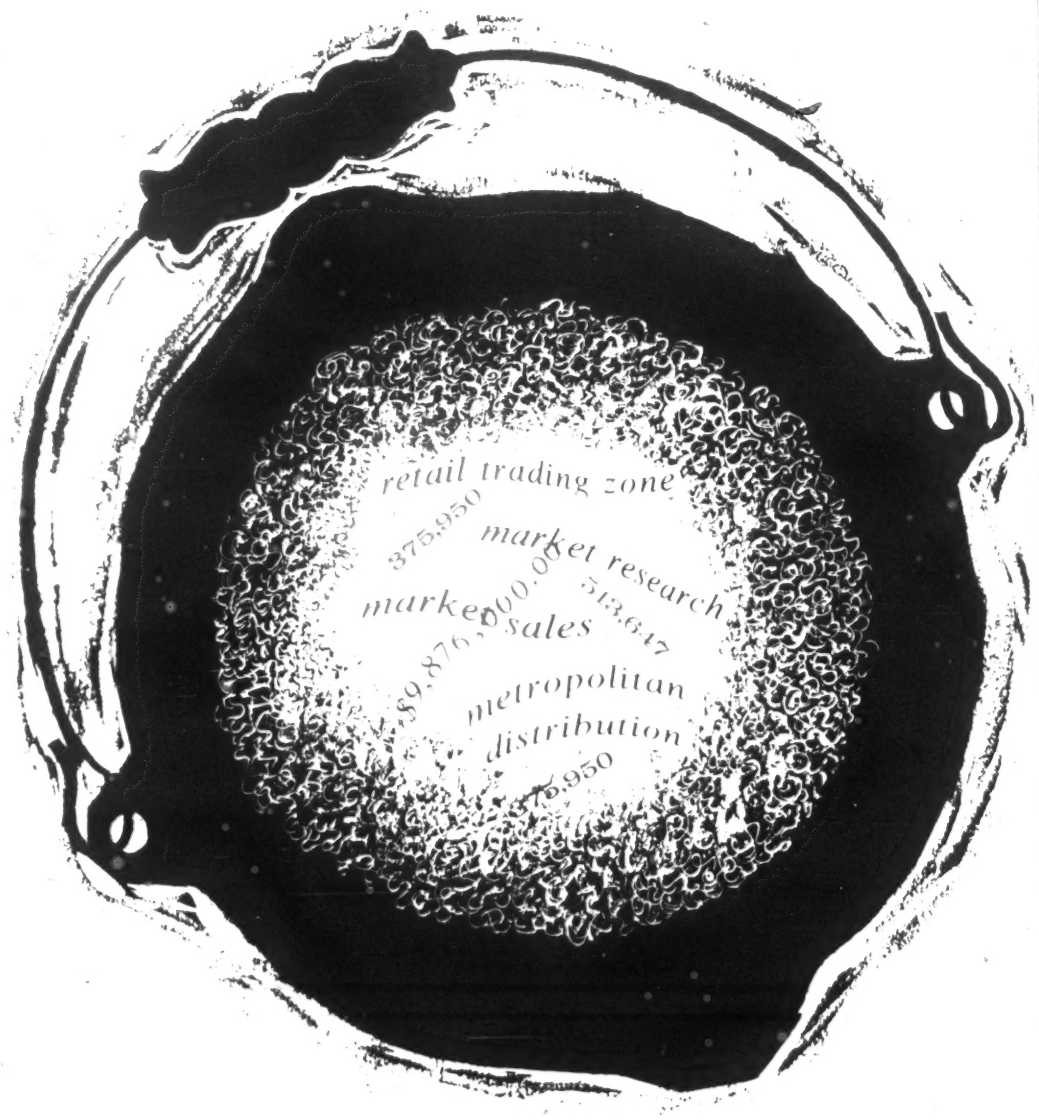
Only eight cities have a bigger daily newspaper.

Only five of the 20 largest metropolitan areas top Milwaukee in retail sales ✻ per family.

In none of these billion-dollar retail markets can you get the economical one-paper coverage of 9 out of 10 homes provided by The Journal in the Milwaukee metropolitan area.

THE MILWAUKEE JOURNAL

Member of Million Market Newspapers, Inc. • New York Chicago • Detroit • Los Angeles • San Francisco



✻ *excluding mail order sales*

BULLETIN—*Rolling along in the footsteps of Shell, General Tire & Rubber Co. came out with its own version of the bulletin theme in Life April 7. D'Arcy Advertising Co. is the agency.*

More Men Do Food Shopping (and Do It Well), Study Reveals

NEW YORK, April 11—Food processors and sellers may have to change their distaff-oriented notions on merchandising and packaging. A study released by Avery Label Co. shows that 44% of the husbands in the U.S. shop for their families, and 42% prepare meals.

The study was conducted by the company among 19,000 wives.

Not only do these men do the cooking and shopping, but the survey indicates that they are highly selective shoppers.

About 49% of the wives who reported their husbands do the shopping said the menfolk stick closely to a shopping list and shun impulse purchases.

■ Also, 57% of these women reported that their husbands shop for bargains in the form of specials or sales items. They also read labels carefully, study displays and evaluate similar merchandising values closely.

Furthermore 72% of these men shoppers tend to shop around among stores, seeking those which offer good values, convenience, easy parking and informative displays. #

'Holiday' Salesmen Use Radio to Tell Auto Execs of Survey

DETROIT, April 11—It's one thing for a magazine to come up with a market survey, but it's another thing when it turns the study to good use with an unusual gimmick.

Holiday's third annual automotive study, out last week, got the usual press release and mailing treatment. But *Holiday* also is using WJR, Detroit radio station, for a spot commercial campaign.

Kenneth McCarren and Joseph Jaglois, local *Holiday* representatives, speak on the commercial, beamed directly "to all our friends at General Motors, Ford, Chrysler, American Motors, Studebaker-Packard, and their agencies." The one-minute commercial is running seven times a day for five days.

The two wind up with an invitation to telephone either one of them directly—"and we'll be right over." A personalized recording was sent to 100 top automotive advertising executives in Detroit, Flint and South Bend.

■ Mr. Jaglois said he received seven calls within a half hour after the first commercial.

The study, based on a sample of 2,000 *Holiday* subscribers, states that 31.9% of the families bought new cars in 1960, with 13.5% purchasing two or more new cars. #

Violent TV for Kids Deplored by Parker, Lyle, Schramm Book

CHICAGO, April 11—If commercial sponsorship keeps the tv industry from presenting better programming for children than it does now, it is an indication of failure of the entire system of commercial tv.

That's one of the conclusions of Wilbur Schramm, Jack Lyle and Edwin B. Parker, authors of "Television in the Lives of Our Children," a 324-page report on 11 studies on the relationship between tv and a total of more than 6,000 children in 10 U.S. and Canadian communities (Stanford University Press, $6.00).

Decrying the violent and abnormally exciting content of many tv programs watched by children, the authors "sympathize with tv broadcasters for the competitive pressure of the sponsor system," but cannot accept it as a valid excuse.

Profs. Schramm, Lyle and Parker (Stanford, California and Illinois, respectively) consider emphasis on audience size and disregard of the best interests of young viewers "a short-sighted attitude which may produce immediate profits, but will ultimately result in harm to both sponsor and broadcaster."

■ "Careful not to push the panic button on tv," the three communications researchers admit that it is not scientifically justifiable to say that all tv is either bad or good for children. The complex relationship between the magic box and young viewers, as they see it, is always "between a kind of tv and a kind of child in a kind of situation."

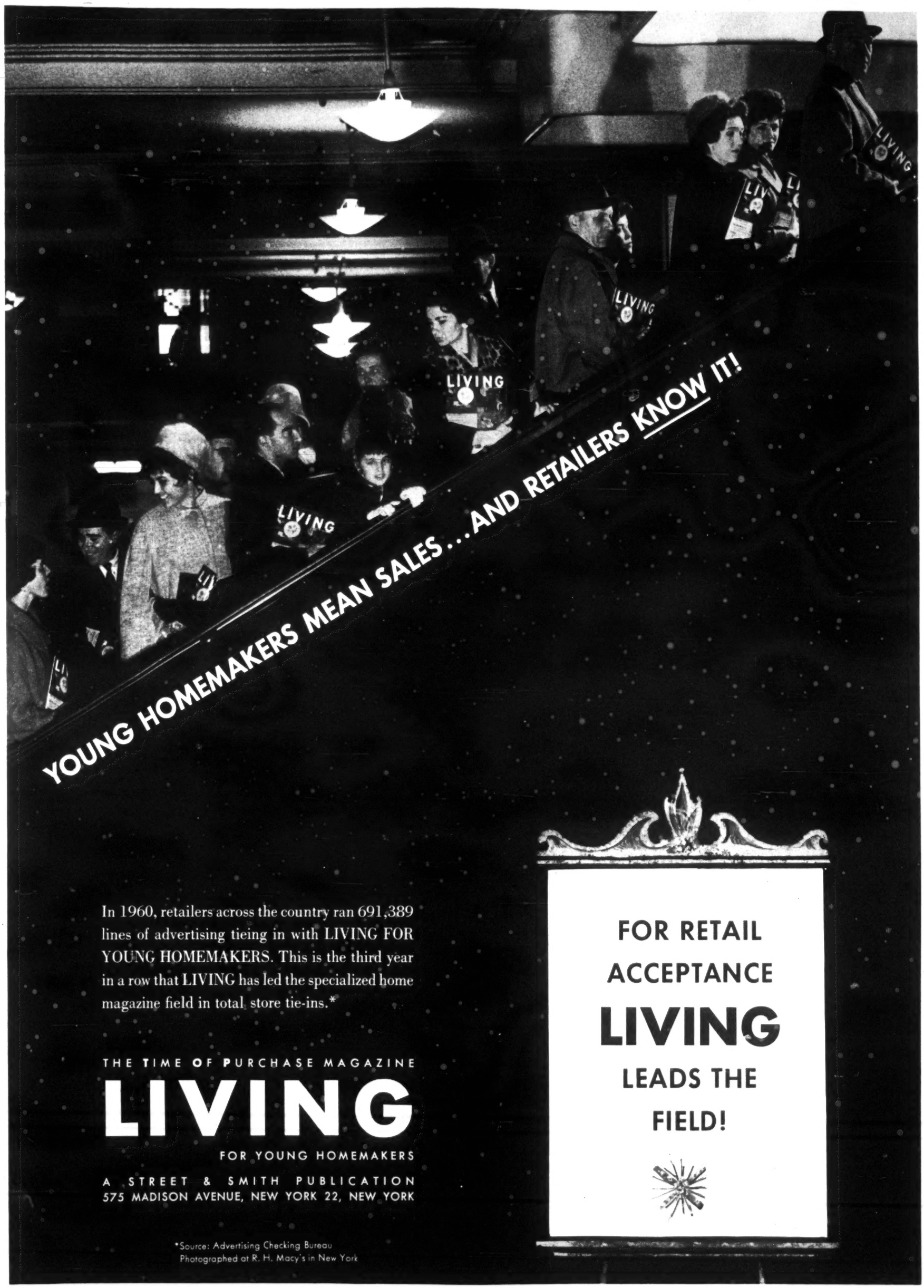
Young watchers who have "security and love, interests, friendships, and healthful activities in their non-television hours" are not likely to be hurt very badly by tv, the authors say.

"Is this a risk worth taking?" they ask and point out that the effects of tv are long-range. If research later proves that tv is, indeed, harmful to children, they warn, it will be too late to do anything about tv for an entire generation of children.

The authors declare that broadcasting exists for public service, rather than merely commercial service, and express their conviction that commercial tv cannot abrogate its responsibility to children, whose minds are a "national resource beyond any price in commercial terms." #

Brown & Crane Names Three

Brown & Crane, New York, has appointed Irving Weber, art department head, and Howard Watts, account supervisor, vps. Donald Blackburn, formerly with Tatham-Laird, has joined the copy department in a supervisory position.



In 1960, retailers across the country ran 691,389 lines of advertising tieing in with LIVING FOR YOUNG HOMEMAKERS. This is the third year in a row that LIVING has led the specialized home magazine field in total store tie-ins.*

THE TIME OF PURCHASE MAGAZINE

LIVING

FOR YOUNG HOMEMAKERS

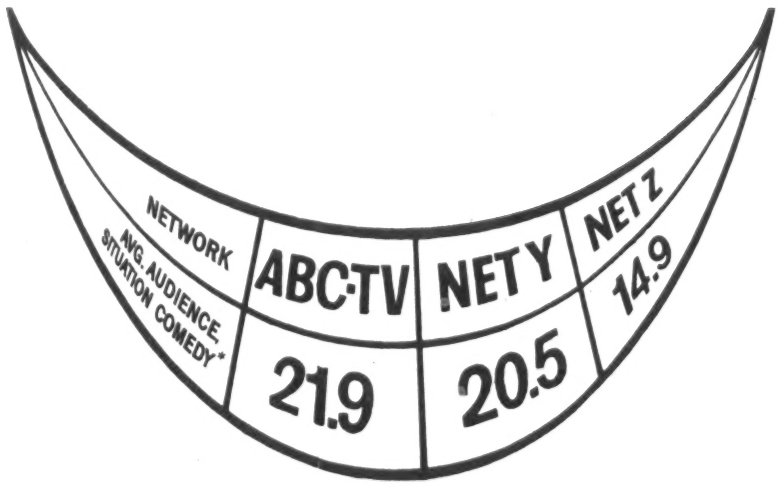
A STREET & SMITH PUBLICATION
575 MADISON AVENUE, NEW YORK 22, NEW YORK

*Source: Advertising Checking Bureau
Photographed at R. H. Macy's in New York

FOR RETAIL ACCEPTANCE

LIVING

LEADS THE FIELD!



Who's laughing now?

ABC's national audience—and more than any other network audience.*

If the audience doesn't howl, the sponsor will. Hence our broad grin, as we report the situation comedy situation according to the National Nielsen, Jan. thru March*: ABC, as the chart happily shows, leads in average audience. What you're getting, in the way of smiling homes, is 656,600 more of 'em on ABC-TV than on Net Y... 3,283,000 more than on Net Z. And for a last ha!, get this: 3 new situation comedies appear in Nielsen's top 15. Two of them are ABC's.†

ABC Television Network

*Source: National Nielsen TV Reports Average Audience, all evening situation comedies, 10 weeks ending March 5, 1961. †National Nielsen, March 1, 1961 TV Report.

Reported Sales Upturn Bolsters Int'l Auto Show

Activity Spurs Hope Import Car Marketers May Boost Ad Spending

NEW YORK, April 11—Traffic was brisk last week at the International Automobile Show, where some 70 different makes were on display.

The show coincided with reports of a sharp upswing in automotive sales around the country, and this lent an air of optimism to the entire proceedings at the New York Coliseum.

Some 150,000 spectators paid their way into the Coliseum during the first four days—a 22% increase over attendance in the comparable period last year. A good many of these visitors seemed to be automotive-wise teen agers on their Easter vacations.

The International Automobile Show was started five years ago as an import exhibition. All Detroit manufacturers participate now—but the imports still dominate the show.

For many import models which are not heavily advertised, the show represents a sizable chunk of their annual promotional budgets. Exhibitors pay anywhere from $10,000 to $50,000 for the Coliseum space—and the total costs run much higher by the time everything is counted.

■ Foreign car sales slumped in 1960, dropping to 498,000 units after the record-breaking 614,000 registration year in 1959. They continued their downward trend in January of this year, when sales were off nearly 50% from the 1960 pace. However, the word last week was that registrations turned upwards in late February and continued to ascend in March.

This has raised hopes in the breasts of media salesmen that ad budgets for the imports may now be revised upwards. With some exceptions, notably Volkswagen, Renault and Mercedes-Benz, these budgets have been sheared.

Detroit has applied the brakes to promotion of its import lines. General Motors and Ford are busy pushing their U.S. compacts these days. In 1960, the combined sales of Opel, Vauxhall and English Fords declined 50%, and this year their sales are off even more from the slow 1960 pace.

■ Ford used to promote an entire line of its British-made cars. At last week's show, only one model—the Anglia—was being featured.

Chrysler's captive make, the Simca, is faring no better. Its registrations slid last year from 35,000 to 17,000, and it started off 1961 by selling 560 cars in January, against 1,400 a year ago.

Meanwhile, many of the import marketers are changing their strategies. British Motor Corp., after years of rather fruitless promotion of passenger cars, is putting the bulk of its advertising support behind its sports cars—the Sprite, MG and Austin-Healey. In general, sports car sales have held up far better than sedan sales—with the shining exception of Volkswagen, which still seems to be able to sell everything it brings into this market.

■ The two Swedish makes—Saab and Volvo—have adopted a market-by-market approach, concentrating their advertising in areas where they have strong dealer support.

Volvo, for example, has made radio its No. 1 medium. The company recently completed a "winter carnival" drive in Boston that doubled its sales.

Volvo has now moved this campaign to the New York market, where it has 44 dealers. It is using some 85 spots a week during "driving time" (early morning and early evening), with seven metropolitan stations on the schedule. This campaign will run through May 27.

Sind & Sullivan, an affiliate of Edward Gottlieb & Associates, New York public relations company, is now handling Volvo's advertising.

Dealer support remains a problem area for the imports. Carl H. Hahn, general manager of Volkswagen of America, rubbed this sore point in a statement issued at the show.

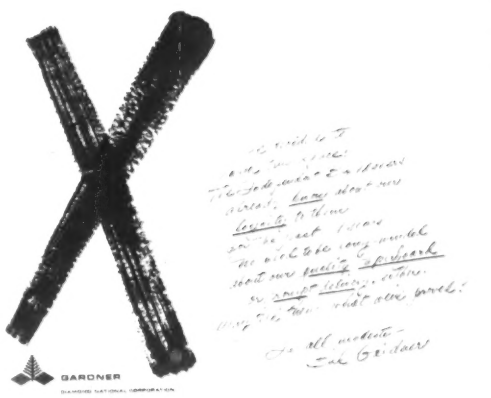
Mr. Hahn asserted that imported car sales "have declined mostly among makes that failed to recognize the need for a solid dealer network." And he added:

"Much of the decrease was due to those American car dealers who lost interest in their imported car franchises as soon as they had American compacts.

"Those dealers originally went into the imported car business with no intention of setting up permanent sales and service facilities. The decline in sales of these imports by such dealers was due more to a drop in sales activity than to a change in public attitudes."

Here are unit sales of the top ten imports in 1960 and 1959:

	1960	1959
Volkswagen	159,995	120,442
Renault	62,772	91,073
Opel	25,533	39,802
English Ford	23,602	42,512
Fiat	20,773	38,468
Triumph	17,720	23,072
Simca	17,077	35,190
Austin-Healey	16,322	16,592
Mercedes-Benz	14,435	13,744
Volvo	13,926	18,533



CANCELED — *These are the inside two pages of a four-page insert appearing in the May American Boxmaker for the Gardner division of Diamond National Corp. Handwritten copy on the opening page says, "There's no use running an ad when it's all been said . . ." and inner pages continue the message. The fourth page will be backed up with the publication's own copy. Hutzler & Sabatino is the agency.*

45% Program Content Law to Be Enforced, Canadians Warned

MONTREAL, April 11—The iron hand of the Canadian Board of Broadcast Governors came down heavily on tv stations last month when it was announced it intends to make the ruling on Canadian program content really stick.

Effective April 2, according to Dr. Andrew Stewart, board chairman, there will be no modifications of any kind for any station and the board intends to enforce the rule to the letter. Starting April 2, each tv station and network in Canada was ordered to attain 45% Canadian content in programming over each four-week period. Commonwealth and foreign French-language programs count as half Canadian up to a limit of one-third of all broadcast time.

No marked effect on tv schedules is expected. The publicly-owned Canadian Broadcasting Corp. and networks exceed the BBG requirement. Most private stations affiliated with the CBC network at least meet the 45% minimum.

■ The rule weighs most heavily on the new privately-owned independent stations operating in eight cities alongside CBC or CBC-affiliated outlets. The BBG has released these stations from specific program commitments until Sept. 1, but not from the content rule.

Most noticeable change in tv programming will come when the content requirement rises to 55% on April 1, 1962. The governors are ready to take action against offenders, but it is unlikely that the BBG would use its power to suspend a station's license for non-compliance. This power has never been used by the board for any reason, so far. #

'Sports Illustrated' Names Two

Spencer W. Earnshaw has been appointed manager of the Chicago advertising sales office of *Sports Illustrated*. Formerly Los Angeles ad manager of *SI*, he succeeds John R. Leonard, who has returned to the *Life* staff. James Robert Carden has been transferred from *SI*'s New York staff to the Chicago office.

Mennen Launches Genteel

Mennen Co., Morristown, N.J., breaks advertising May 1 for Genteel Baby Bath & Shampoo, a new product in three sizes, in a polyethylene bottle. Afternoon television and magazines will be used. Grey Advertising, New York, is the agency.

McCarty Adds Cluny Scotch

Simon Levi Co., Los Angeles liquor distributor, has named McCarty Co., Los Angeles, to handle advertising for Cluny brand scotch whisky.

NO YES

TEST MARKET-ING AIDS BY RAPID ART

When your test marketing aids have to look like a million and cost but pennies—call RAPID ART!

Here at RAPID ART, skilled technicians: display artists, silk screen artists, carpenters, binders and finishers—all working under one roof—can produce the displays, containers, packages, etc. that you need for your market testings at a fraction of the unit cost you'd expect to pay.

Next time the bogey man of "small quantities" stares you in the face—don't shake or quake—

CALL: MU 3-8215

6

FULLY-EQUIPPED DEPARTMENTS

■ COPY & DESIGN ■ SILK SCREEN ■ ART & PRODUCTION ■ TYPE & LETTERPRESS ■ BOOKBINDING ■ DISPLAYS & EXHIBITS

RAPID ART SERVICE INC.

304 EAST 45 ST NY 17

In LOUISVILLE You Sell the Negro only if you Buy WLOU... Rounsaville Radio!

In bustling, booming Louisville, 158,000 Negroes spend a walloping $127,405,400.00 annually on consumer goods. It's definitely a big spending market! And you reach it only with Rounsaville Radio's WLOU—only all-Negro programmed station in Louisville. Top rated by both Pulse and Hopper (as are *all* the Rounsaville Stations!) Call or write today for the full story on WLOU, and the entire Rounsaville chain. Represented nationally by John E. Pearson, in the Southeast by Dora-Clayton.

Six number-one rated Rounsaville Radio Stations program exclusively to the Negro in 6 rich major markets. We reach a total of 1,433,915 Negroes, with $824,000,000 to spend—AFTER taxes. We feature Negro disc jockeys and personalities, schedule programs the Negro likes and listens to. This is the basis of our success in this chosen field. No one does a better job of reaching the Negro than we do at Rounsaville Radio.

ROBERT W. ROUNSAVILLE—Owner-President

Sell the Negro in These Six Big Markets... With Rounsaville Radio

buy one or all—discounts with two or more!

WCIN—CINCINNATI. 5000 watts. Reaches 170,000 Negroes, who spend $140,528,670 annually

WLOU—LOUISVILLE. 5000 watts. Reaches 158,000 Negroes, who spend $127,405,400 annually

WVOL—NASHVILLE. 5000 watts. Reaches 124,000 Negroes who spend $82,400,000 annually

WYLD—NEW ORLEANS. 1000 watts. Reaches 294,700 Negroes, who spend $218,483,000 annually

WTMP—TAMPA-ST. PETERSBURG. Reaches 129,000 Negroes, who spend $66,180,620 annually

KRZY—DALLAS-FT. WORTH. 500 watts. 730 on the dial. Reaches over 350,000 Negroes who spend 80% of income on consumer goods

FIRST U.S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN 6 BIG MARKETS

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS

3220 PEACHTREE RD., N.E. • ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE, Owner-President
HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l. Rep.
DORA-CLAYTON, Southeastern Rep.

PHOTO BY CORRY

Concentrated COVERAGE where it counts...

Effective coverage, concentrated where you need it, pays big dividends in the field of marketing as well as in your general appearance.

When it's coverage in the right places that you need to improve sales of your product, concentrate a strong advertising campaign in New York, Chicago and Philadelphia through the use of the 3 top markets' dominant sales producer — FIRST 3 MARKETS GROUP.

In these most profitable markets, which account for 19% of total U. S. Effective Buying Income, the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. Within the decisive markets of New York, Chicago and Philadelphia — where the struggle for national brand dominance can be won or lost — *there is no substitute* for FIRST 3 MARKETS' solid 54% COVERAGE of all families.

In addition, FIRST 3's "Sunday Punch" circulation of over 5½ million reaches over half the families in 1,137 cities and towns, which produce one fourth of total U. S. Retail Sales.

To make your advertising sell *more* where *more* is sold, Concentrate COVERAGE where it counts . . . with FIRST 3 MARKETS GROUP.

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

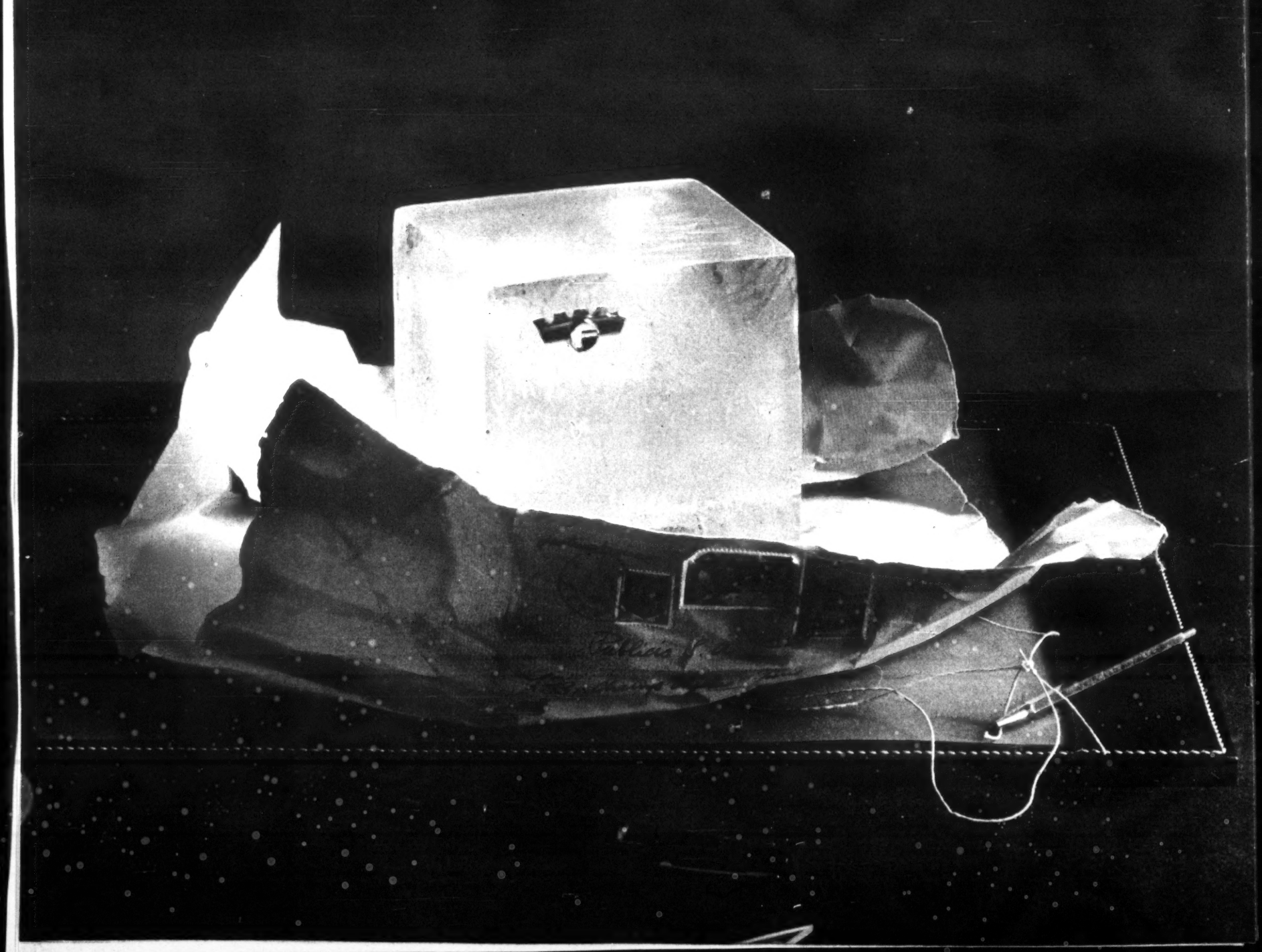
New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

THE WORLD'S LARGEST CORPORATION CHOOSES PUBLICIS

Following a highly effective cooperative effort in launching Frigidaire Washing Machines, General Motors (France) forges a still stronger link with Publicis by asking this agency to develop sales of AC-Delco Group products, of General Motors (France) industrial products and to handle the advertising of its Refrigerator Division

FRIGIDAIRE



Advertising Age

International Advertising Section

THE NATIONAL NEWSPAPER OF MARKETING

1,000 Admen . . .

$55,000,000 Push Backs Philips of Eindhoven

Supports $1 Billion Sales for World's Tenth Advertiser

EINDHOVEN, NETHERLANDS, April 11—Philips of Eindhoven, one of the ten largest advertisers in the world, spent $55,000,000 on advertising in 1960 to promote a multitude of products in countries throughout the world.

Philips is a Dutch company that made good in a big way. It started out 60 years ago as an electric bulb manufacturer. Today, with sales in excess of $1 billion and profits of $100,000,000, it ranks as the sixth largest industrial corporation outside the U.S.

It has a product line running into the thousands and ranging from phonograph records to radar, from pharmaceuticals to x-ray equipment, from vitamins to tape recorders.

The advertising departments of its 60-odd companies employ some 1,000 persons.

■ The organizing principle of Philips advertising is decentralization—by area and by product group.

With such a far-flung operation, Philips leaves the day-to-day advertising policy in a given market to the subsidiary company established in the market. Thus, each of the 60 Philips companies prepares its own advertising budget, makes its own media selection and maintains its own advertising department.

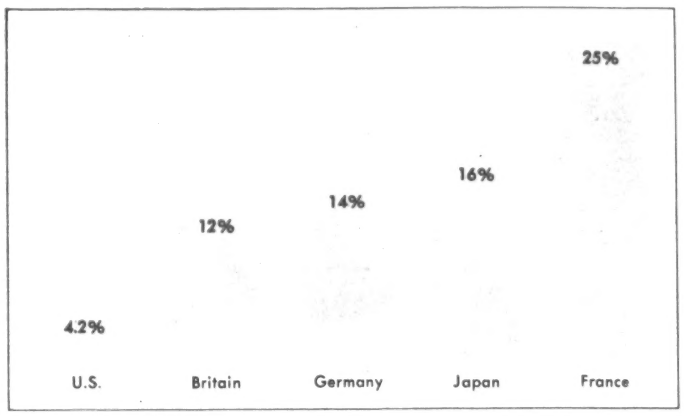
STANDARDIZATION—*Yellow symbol is used by Philips to standardize its outdoor advertising in six nations of European Common Market.*

Naturally, the size of a market makes a big difference. Philips Ethiopia is a small organization, with advertising falling under the direct responsibility of the managing director. However, Philips United Kingdom has a fully-equipped advertising department of 50 people and Philips Sweden has a 60-man advertising depart-

(*Continued on Page 110*)

Ad Growth of Leading Nations

Percentage Gain in Volume, 1959-'60



McCann, JWT Handle Lion's Share . . .

How Big Ten Spend Ad Money Overseas

Each of These U. S. Giants Invests Over $10,000,000 Abroad

NEW YORK, April 11—What do U.S. companies spend on advertising overseas?

This is one of the questions most frequently asked of ADVERTISING AGE.

It is difficult to provide definitive answers. Measuring services do not exist in most parts of the world—and even where they do, their service is not comprehensive.

Expenditures in international media—the publications which circulate internationally—are available now from Rome Research (*see story on Page 82*), but these represent only a tiny portion of the advertising investment abroad. The major expenditures are being made by local subsidiaries in local media.

AA has conducted its own survey to determine which companies are major advertisers abroad and how much they spend. This survey is based on current records and on interviews with company and agency executives in the U.S.

The survey has detailed sales and profits derived by companies from overseas operations.

■ At least ten U.S. corporations now spend more than $10,000,000 on advertising outside this country. And AA estimates that at least another ten spend more than $5,000,000.

Heading the list, with an expenditure of $55,000,000, is Colgate-Palmolive, which derived 75% of its profits from international operations in 1960.

Also in the top-ten group are two big soft drink companies, Coca-Cola and Pepsi-Cola; soap giant Procter & Gamble; Jersey Standard, the world's largest oil company; automotive giants Ford and General Motors; drug companies Warner-Lambert and Sterling Drug; and a lone food company, Corn Products.

■ The two leading international agencies, J. Walter Thompson Co. and McCann-Erickson, play leading roles in the execution of this overseas advertising.

Among the top ten advertisers, for example, McCann is the principal overseas agency for three (Coca-Cola, Standard Oil and Warner-Lambert) and has some over-

(*Continued on Page 105*)

63 Nations Have TV, Including 41 With Commercials

NEW YORK, April 11—Television now operates in 63 countries, with tv advertising available in 41 of these countries.

Another 26 countries are planning to introduce television service.

A new report on "World Television" has been compiled by Colman, Prentis & Varley, leading British international agency.

This 24-page report features a country-by-country rundown on television facilities, showing number of transmitters, financing, number of program hours, sets in use and population covered by the tv services.

Companies marketing abroad are invited to write for a free copy of the report to CPV's New York office (at 554 Fifth Ave.). #

Non-U. S. Advertising Rises to $5.8 Billion . . .

Foreign Nations Top U. S. in Ad Growth

Show Gains Three to Six Times Bigger—More Hikes Ahead

By Milton Moskowitz

NEW YORK, April 11—In 1960, for the first time, the total investment in advertising outside the United States mounted to roughly 50% of the U.S. level.

This in itself was a significant breakthrough. Ten years ago U.S. advertising expenditures were triple or four times the total amount spent elsewhere.

The plain fact is that advertising activity is increasing at a much faster pace outside this country than in it.

If present trends continue, the volume of advertising abroad will match the U.S. volume in 10 years, even allowing for a steady increase in American advertising.

■ Precise figures on what is being spent on advertising outside the U.S., neared $5.8 billion in 1960. country. However, there are reliable reports from enough important countries to indicate that the world advertising total, except U.S., neared $5.8 billion in 1960.

In the U.S., advertising expenditures advanced 4.2% in 1960—a puny gain when placed alongside the 12% increase in Britain, the 14% in Germany, 16% in France and 25% in Japan.

In Britain, ad expenditures have leaped ahead by 25% over the past two years. There have been comparable gains in Germany and Australia. In Japan, volume has tripled since 1955.

What is more important, overseas field reports indicate strongly that these boom conditions will continue in force for some time. Certainly, the economies of Western Europe and Japan are just beginning to get up steam. And there remains the untapped potential of the under-developed countries. India, with its 450,000,000 population, has a total advertising volume of about $35,000,000.

There has been considerable wailing recently to the effect that American business has failed to grasp the significance of these trends, with the result that markets have fallen by default to the more aggressive exporters of Germany, Japan and Britain.

In the export field, this may be true (although it should be kept in mind that one can hear similar lamentations in London, Bonn and Tokyo). U.S. manufacturers, blessed with a rich market at home, have been loathe to experiment with what they consider the vagaries of the foreign market.

(*Continued on Page 97*)

WORLD POWERHOUSE—*Colgate-Palmolive pushes its shaving cream in Germany. No other American company spends more on advertising than Colgate outside the U.S.—currently $55,000,000 a year.*

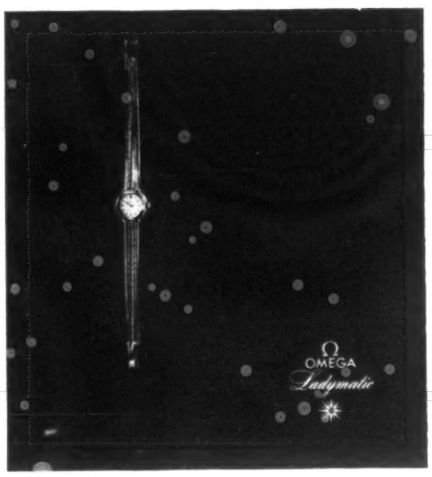
Ten Leading U.S. Companies Overseas

Ranked by Ad Expenditures

	% of Sales Foreign	% of Profits Foreign	Overseas Advertising	Principal Agencies
1. Colgate-Palmolive	53	75	55,000,000	Local Agencies
2. Coca-Cola	35*	40*	35,000,000†	McCann-Erickson
3. Procter & Gamble	15*	20*	35,000,000	Local offices of U.S. Agencies
4. Standard Oil (N. J.)	Over 50	66	30,000,000	McCann-Erickson
5. Sterling Drug	38	25*	20,000 000	House Agency
6. Pepsi-Cola	35*	45*	20,000,000†	JWT: Colman, Prentis & Varley, local agencies
7. Ford Motor	25*	NA	18,000,000‡	J. Walter Thompson
8. Corn Products	35	45	15,000,000	Local Agencies
9. Warner-Lambert	22	35	10,000,000	McCann-Erickson
10. General Motors	18*	14	10,000,000	Local Agencies

*Estimated. †Includes bottler expenditures. ‡Includes $6,000,000 spent in Canada.

Worldwide Corporate Imagery



OVERSEAS INSTITUTIONAL—*Galaxy of international ads from seven companies—Ford Ltd., Pan Am, Dunlop, Omega, Shell, Imperial Chemical Industries and Toshiba—shows efforts of manufacturers to build up their reputations on a worldwide scale. Shell has consistently ranked as No. 1 international advertiser. The Omega campaign, utilizing black space, is unique in international media—no other watch company comes close to matching Omega's expenditures in international media. Toshiba, in addition to its hefty international budget, is Japan's largest advertiser at home. Imperial Chemical Industries is Britain's largest chemical corporation, Dunlop its largest rubber manufacturer. Pan Am is world leader in international air traffic. Ford of Britain and U.S. Ford are the two biggest auto advertisers in international media.*

Shell, Ford, Pan Am Head Users of International Media in 1960

Overseas Activity Up, Ten of Top 20 Are Foreign Companies

NEW YORK, April 11—Corporate advertising, on a worldwide scale, is becoming increasingly popular.

With more and more companies marketing their products and services outside their national borders, the need to establish a consistent corporate image has led many important advertisers—American, British, German, Japanese—to mount institutional campaigns in international media.

The latest report from Rome Research attests to the substantial amounts now being spent in international media (see table in column 3).

■ Rome, which now measures expenditures in more than 50 internationally circulating magazines, reported that 1960 saw 20 advertisers each spending more than $235,000 in international media.

Heading the list, as usual, was Britain's Shell Petroleum, with an expenditure of $796,422. Shell uses modern art and design in full color in its institutional campaign for petrochemical products.

Shell was far ahead of the No. 2 advertiser, Ford Motor Co., which spent $562,442. However, Ford would have been on top if the expenditures of its U.S. and British companies had been combined. Ford Motor Co. Ltd., the British company, spent $300,450 on international advertising in 1960.

■ The report underlines once again the stepped-up activity of non-U.S. companies. Of the top 20 advertisers, 10 are foreign companies.

Martini & Rossi, the Italian vermouth company, ranked as the fourth largest advertiser with an expenditure of $423,009.

Omega Watch was all by itself in its field, placing in eighth place with an expenditure of $351,359.

And Japan's Tokyo Shibaura Electric Co. (Toshiba) put $306,701 into international media to rank as advertiser No. 11.

■ Why does a company use international advertising? The basic answer appears to be: A desire to establish a worldwide reputation for products and services.

International magazines have become a prime medium for big industrial manufacturers, which seek to reach a top-income, influential audience. Boeing and Douglas, for example, are among the top 10 international advertisers. Each is, of course, selling big-ticket items (a $5,000,000 jet plane) to governments and airlines.

International magazines have also been widely used by companies such as Coca-Cola, which has a product that remains the same, from country to country.

It remains true, however, that international advertising is not a universally felt need. While Ford Motor believes that an international campaign is useful as an umbrella for its local promotional efforts, General Motors believes quite the opposite. GM is bigger than Ford overseas but GM runs a negligible amount of advertising in international media and does little to link up its subsidiary companies as members of the same family.

■ Similarly, Colgate-Palmolive, the largest U.S. advertiser overseas, does not spend a nickel in international media. In this case, it is a question of products varying so much from country to country that the company does not see an international campaign as feasible.

Nevertheless, international advertising continues to grow and the revenues of the international magazines move to new peaks each year. In 1960, the international editions of Time Inc. grossed $20,000,000 in advertising revenue and the *Reader's Digest's* international editions took in a comparable amount. #

Top 20 Advertisers

In International Media, 1960

1. Shell Petroleum Co. Ltd.	$796,422	11. Tokyo Shibaura Electric Co.	306,701
2. Ford Motor Co.	562,442	12. Ford Motor Co. Ltd.	300,450
3. Pan American World Airways	423,947	13. Daimler Benz	295,365
4. Martini & Rossi	423,009	14. Coca-Cola Export Co.	274,170
5. Champion Spark Plug Co.	401,872	15. Monsanto Chemical Co.	264,797
6. Goodyear International	395,519	16. British Overseas Airways Co.	261,845
7. Douglas Aircraft	384,791	17. General Electric Int'l.	260,748
8. Omega Watch Co.	351,359	18. KLM Royal Dutch Airlines	260,691
9. Boeing Aircraft Co.	326,944	19. Ballantine & Sons	238,415
10. Hoover Ltd.	320,455	20. Chrysler International	235,731

British ICI Starts One of Europe's Major Ad Drives

GENEVA, April 12—Imperial Chemical Industries, Britain's largest chemical company, is moving into the European market in a big way.

ICI, one of the world's largest chemical houses, with sales in excess of $1 billion, has announced plans to spend $280,000,000 in the next 10 years on a huge chemical complex near Rotterdam in the Netherlands.

Setting the stage for a battle royal in the European chemical market, ICI will compete with American companies like Du Pont, American Cyanamid, Dow and Monsanto, which have expansion programs operating in Europe, and all of the invaders will have to contend with the established European companies—Bayer and Hoechst in Germany, Montecatini in Italy, Pechiney in France.

■ ICI is paving the way for its program with one of the largest institutional campaigns ever run in Europe. No figures have been released on expenditures, but it is clear that the campaign will run well over $500,000, possibly approaching $1,000,000. Eighteen insertions will run in 1961.

A Geneva-based agency, H. Wm. Bernhardt Inc., has been selected to handle the drive, which began in January and is being supplemented by public relations at the local level. Bernhardt got the account shortly after setting up a London office headed by A. J. Wallis, former pr director of the Hawker Siddeley Group.

The Bernhardt agency has scheduled the campaign for 48 newspapers in Austria, Belgium, Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Portugal, Sweden and Switzerland.

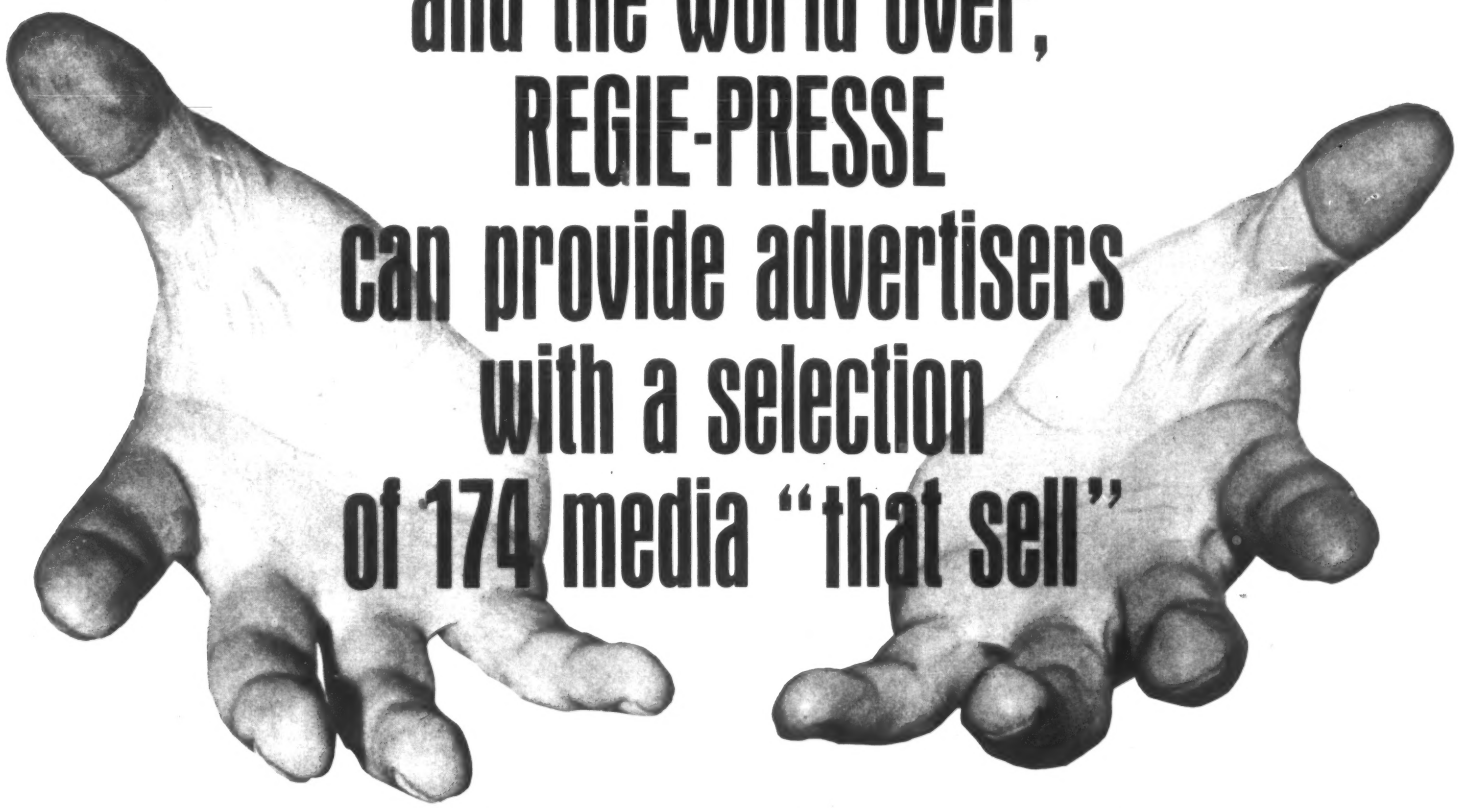
■ The ICI campaign is regarded here as a feather in the cap of Bill Bernhardt, who split up last year with Pat Dolan (Mr. Dolan setting up BBDO International in London, Mr. Bernhardt going his own way).

Mr. Bernhardt told a staff conference here that the agency, which now has five offices in Europe, is now billing at the rate of nearly $4,000,000 a year, including capitalized fees, with expectations of passing $5,000,000 in 1961.

RÉGIE - PRESSE

133, CHAMPS-ÉLYSEES - PARIS 8e - TÉL. BAL 12-91

in Paris, throughout France and the world over, REGIE-PRESSE can provide advertisers with a selection of 174 media "that sell"



RÉGIE-PRESSE FRANCE

National dailies
L'Aurore, France-Soir, Paris-Presse l'Intransigeant

Regional dailies
Les Dépêches (Dijon) - Nord-Matin (Lille)
Le Progrès, Le Progrès-Dimanche (Lyon)
Le Provençal, Le Soir, Le Provençal-Dimanche (Marseille)
République, République-Dimanche (Toulon)

General editorial weeklies
France-Dimanche, Le Journal du Dimanche, Jours de France

Women's weeklies
Elle, Nous-Deux, Festival, Modes de Paris/Secrets de Femmes

Business weekly
Entreprise

Children's weeklies
Top, L'Intrépide, Hurrah

Regional weeklies
L'Espoir (Tours), Le Messager de la Haute-Savoie (Thonon)

Monthlies
Réalités, Connaissance des Arts, La Construction Électrique

RÉGIE-PRESSE DIVISION INTERNATIONALE

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Discovering

Paci

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Pacifica's not just a geographical area. It's a booming market of staggering potential reaching across 130,000,000 or more square miles of seas and islands from Australia to Japan, from Malaya to America. Its half a billion varied people need everything you sell. That's why we're discovering new and effective communications for Pacifica.

This year, we gained 66 years' experience in three major areas . . .

JAPAN: McCann-Erickson Hakuhodo, Inc., 14 offices; Japan, Okinawa, New York.

HAWAII: The Holst & Male Division of McCann-Erickson, Inc., largest and oldest established agency.

AUSTRALIA: Hansen-Rubensohn McCann-Erickson Pty., Ltd., Sydney, Melbourne, Adelaide.

We now serve our clients in the Pacific through 18 offices employing 1,229 people. By joining forces, we've enriched each other's professional abilities and gained priceless marketing insight.

World-wide, 65 McCann-Erickson offices in 22 different countries bring their clients this same long-time experience in effective communications.

MCCANN-ERICKSON CORPORATION (INTERNATIONAL)

The Benson Cat is a moveable cat

MOVABLE—*To dramatize move to new quarters, agency acquired mascot—Benson, the cat.*

The Benson Cat is a bewildered cat

The Benson Cat is a settled cat

CREATIVE CAT—*Benson posed in these house ads in 1958, symbolizing agency's move (and creativity), and remains on "staff" today.*

Britannia (and S. H. Benson) Rule the Waves . . .

Mixing Cat, Tradition, Success, Benson Agency Keeps Growing at 68

Loaded with Navy Vets, World Wide Operation Now Bills $50,000,000

By Mark Random

LONDON, April 11—If you were looking for a good example of a British advertising agency you would find none more British than S. H. Benson Ltd.

- Britain has a naval tradition—so has Benson.
- Britons love cats—so does Benson.
- Britons are by repute modest, charming, businesslike. Benson is all these—and more.

■ It is one of Britain's oldest agencies, yet paradoxically it is one of the most modern. Although it celebrates its 68th anniversary this year the agency has been run on modern service lines from the start in 1893. A profile of Benson is in many ways a profile of the rise and development of modern British advertising as a whole.

Today S. H. Benson Ltd. and its subsidiaries bill close to $50,000,000 annually.

The agency was founded on Sept. 26, 1893, at 100 Fleet St.—London's newspaper row—by Samuel Herbert Benson. He was a naval officer who served 15 years with the fleet, then was invalided out of the service with a crippled leg, little money and no prospects of any kind.

Mr. Benson, however, was a man with a perception. He saw not only a future in advertising but the future of advertising. He developed an agency and a system of working which eventually became the accepted pattern for an advertising agency.

■ In 1903, speaking of his start, ten years before, he said:

"My advertising ideas were crude. I was a complete stranger to Fleet St., and newspaperdom eyed me askance. Press restrictions were rampant. Newspaper proprietors appeared to hedge round every space with the most ridiculous and vexatious conditions. The serious consideration of advertising policy by advertisers was generally unknown. The art of effective display was in its infancy.

"The great object of advertisers was to cut prices. Many thought of nothing else. It was rarely a question of how best to spend a given sum. An advertiser began at the wrong end. Instead of putting down his 'story,' seeing what he had to say, to whom it would appeal, how much space it would take, what media would best suit it, and so on, he would begin by getting a list of papers. He would ask agent after agent for his list, choose between them, and then send round one piece of copy to be filled into the space as best the printer could."

Mr. Benson decided if this was advertising, he would have none of it. He decided to call himself an advertiser's agent to point up the difference in his own approach.

■ In 1901, he issued a small booklet, "Wisdom in Advertising," designed as an introduction of his business to potential advertisers. In it he said:

"Advertising, as it is understood in Mr. S. H. Benson's offices, means:

"First, such publicity as will reach the largest number of possible customers for the amount appropriated.

"Secondly, the presentation of the merits of the article for sale in so convincing and attractive a manner that people will want to buy it.

"This constitutes right advertising."

■ Mr. Benson went on to say that only a small proportion of the advertising current at that time fulfilled these conditions. "The theory that it is only necessary to reiterate the name of an article to bring it into universal use is responsible for many advertising shipwrecks," the old sailor warned.

Laying down his code of business, the booklet went on:

"Mr. Benson has no personal interest in any publication; he does not prepare schemes in competition with other agents, nor does he divide his commission with his clients."

These three tenets are today key requirements for membership in the Institute of Practitioners in Advertising (British equivalent of the Four A's), which was largely founded through the efforts of Samuel Herbert's son, Philip, in 1927.

The "rightness" of Mr. Benson's views can best be shown by the clients who turned to him at the turn of the century: Bovril, Rowntree's cocoa, Edwards' Desiccated soups, Colman's starch, Lazenby's sauce, Ivory soap, Virol, Brown & Polson's corn flour—all leading advertisers.

■ As a result of his expertise in a field largely lacking experts, his business grew at a phenomenal rate. Ten years after he opened his shop, billings had increased by more than 47,000%.

Mr. Benson was a firm believer in outdoor. He built a nationwide organization with resident inspectors stationed up and down the country to handle this work. The agency is one of the few in Britain today that still maintains a staff of outdoor inspectors. Today this staff of 12 covers the country, checking outdoor advertising placed by Benson clients and their competitors. Four of the inspectors work in the London area, one of them spends his entire working life traveling the subway, checking posters in the stations and car cards in trains.

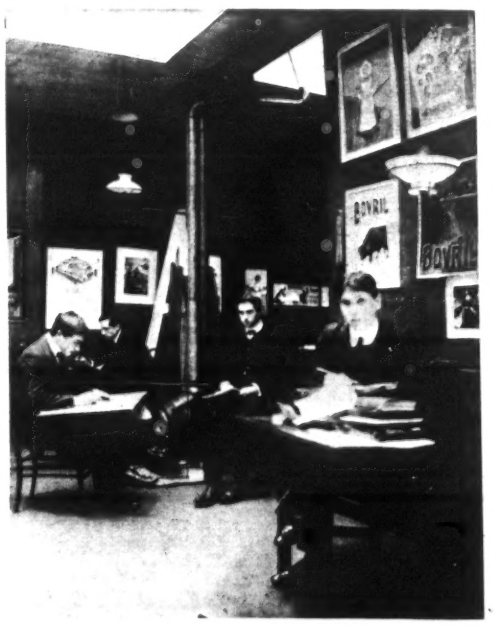
In almost every branch of advertising Mr. Benson was a man ahead of his time. In no field was this more clearly shown than in his belief in and use of market research. As early as 1912 Mr. Benson recruited and trained specialists for this work, which he called market development. He supplied clients with reports and analyses based on carefully conducted surveys.

■ Both Benson and its clients prospered. Six years after its founding in Fleet St. the agency moved to larger premises at 1 Tudor St. Six years later it was incorporated as a private limited company. Four years after, in 1909, the company moved to what was to be its home for nearly half a century—Kingsway Hall. To take an agency as far west as the new thoroughfare of Kingsway was considered revolutionary in its day. Since then the agency world has moved further west still, to Mayfair and beyond.

■ Samuel Herbert Benson died in 1914 and was succeeded by his son, Philip de Gylpyn Benson, another notable name in British advertising. After graduating with honors as a bachelor of science from University College, Philip went to America and studied the agency business there.

He returned to London and worked through every department of the Benson agency before blueprinting a system which has given the words "Benson-trained" special significance in London's advertising world. Even today the sons of leading executives in many London agencies are sent to Benson to learn the advertising business.

Philip de Gylpyn Benson was



THEN—*Much of Benson agency's work in 1903 was outdoor (see posters on studio wall).*

AND NOW—*Here is art studio in Benson's new offices today. Agency employs big art staff. Consultant art advisor, Michael Ayrton, scouts art talent for Benson.*

STARTER — *Guinness has been Benson client since this "first" ad ran in 1928, using now famous theme, "Guinness Is Good for You."*

NOTE.—The above design elicited the following criticism in the journal *Home*, of February, 1896: "What a number of neat and often really clever advertisements Bovril Limited get out! The characteristic of this Company's advertisements is their consistent good taste. Some of them are brilliant; not all. You can't be brilliant all the time; but rarely are any of them in other than the best of taste. A recent example (that of the lady apostrophising Bovril in a Byron stanza) is singularly pretty."

OLD—*Bovril is oldest client on Benson roster, joining agency in founding year, 1893. This ad for Bovril appeared in 1896.*

the perfectly organized man. Once he was asked what would happen to the business he headed if he was run over on his way to the office. He replied: "Everything that I have done and arranged is known and there is a record of every instruction, every slight change of policy, on the part of the clients up to last night."

In 1925, Philip Benson became president of the Assn. of British Advertising Agents. In this office he worked to found the Institute of Practitioners in Advertising and his contribution was recognized by his election as first president of the new body in 1927.

Mr. Benson, an able man himself, had the gift of attracting able men and women around him. The Benson team has always sparkled with brilliant personalities. Of these, perhaps the most notable, was O. W. Greene, one of Britain's greatest copywriters, who originated the Mustard Club and many other famous advertising campaigns.

■ Other Bensonians who made their mark were Dorothy Sayers and Pamela Frankau. One of Miss Sayers' many detective novels, "Murder Must Advertise," was set in the Benson offices. For years the iron staircase down which Victor Dean was precipitated to his death in the novel was a showpiece in the Kingsway Hall offices, suitably identified by a plaque.

So fondly did Bensonians feel toward the staircase that a board meeting solemnly debated whether it should be taken with the agency when it moved to its modern premises further up Kingsway in April, 1958. It was finally decided, rather reluctantly one gathers, to leave it. But an artist was commissioned to produce a painting of the staircase in its natural setting and this painting now hangs in the reception hall of the new offices.

■ Philip Benson, who died in 1931, was succeeded by G. W. Knight

Philip Stobo

Robert A. Bevan

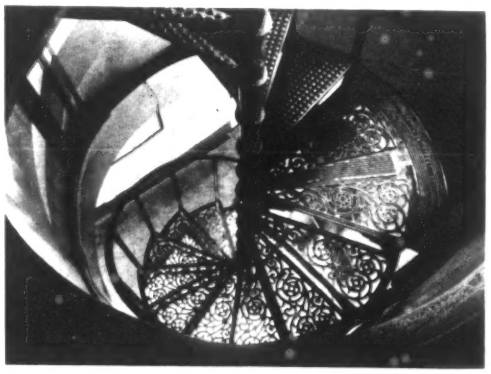
as agency chairman. Mr. Knight retired in 1945 and was succeeded by Norman Moore, who served at different times as president of the Advertising Assn. and the Institute of Practitioners in Advertising. Mr. Moore retired in 1953 and was succeeded by the present chairman, R. A. Bevan.

Today, Benson employs 650 persons and owns three subsidiary agencies in Britain: Spottiswoode Advertising and Keymer Advertising in London and Longleys & Hoffman in Birmingham.

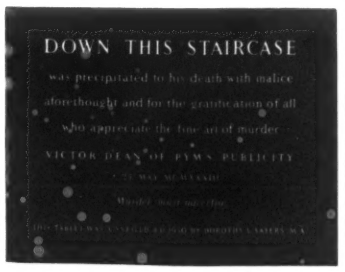
Advertising has expanded swiftly in Britain since the war but the growth in Benson's billings has been faster than the growth in total advertising. The agency's $49,000,000 in billings last year was nearly 700% above the 1930 level and 400% above 1950.

■ Robert Alexander Bevan, Benson's chairman, joined the agency in 1923, became a copywriter on the Guinness account, a director in 1932 and managing director in 1938.

At the beginning of the war he was for a short time director of general production in the Ministry of Information and afterwards joined the Royal Navy. He saw service afloat with the Free French and in destroyers, and towards the end of the war went as an acting captain, Royal Naval Volunteer Reserve (R.N.V.R.), to serve as Chief of Naval Information on the staff of the British Admiralty delegation in Washington.



CRIME SCENE—*Ex-Bensonian Dorothy Sayers' novel, "Murder Must Advertise," featured this Benson iron staircase.*



SYMBOL—*Stairs and nearby plaque were reluctantly left behind by Benson staff when it moved.*

Asked about the agency's philosophy of advertising, Mr. Bevan peered over his half-spectacles and said: "I don't know that we have one—except to produce advertising that sells goods for our clients." It was a remark old Samuel Herbert Benson would have approved.

Mr. Bevan said Benson was not a marketing agency—though it uses marketing. It was not a merchandising agency—though it uses merchandising techniques. It was not a creative agency—though it has won plenty of awards for creative work.

"We like to be regarded as an advertising agency," he said. "Advertising is our business. These other things—marketing, merchandising, research, creativity—are only aspects of the business of being an advertising agency. We feel it is wrong to place too much emphasis on one or the other of these activities. The focus, first and foremost, must be on the advertising agency as an *advertising* agency."

■ Vice-chairman of Benson is Philip Lang Stobo, a tall distinguished-looking Scot with twinkling eyes and a keen sense of humor. Mr. Stobo, who will be 50 this year, first entered advertising with the Charles P. Watson Agency in Glasgow in 1929.

In 1935, two years after winning the President's Medal from the Institute of Practitioners in Advertising, he joined Benson as a copywriter. Between 1940 and 1946 he saw war service as a R.N.V.R. commanding officer in motor launches, motor gun boats and motor torpedo boats.

He returned to the agency in 1946 as personal assistant to Mr. Bevan, became a director the following year, then successively joint assistant managing director in 1954, joint managing director in 1957 and vice-chairman in 1959.

He places great store by the agency's departmental system of organization. Benson is one of the few—perhaps the only British agency of its size—which has not gone over to the group system of working.

Under the group system, Mr. Stobo feels, the big agency tends to become a collection of small agencies.

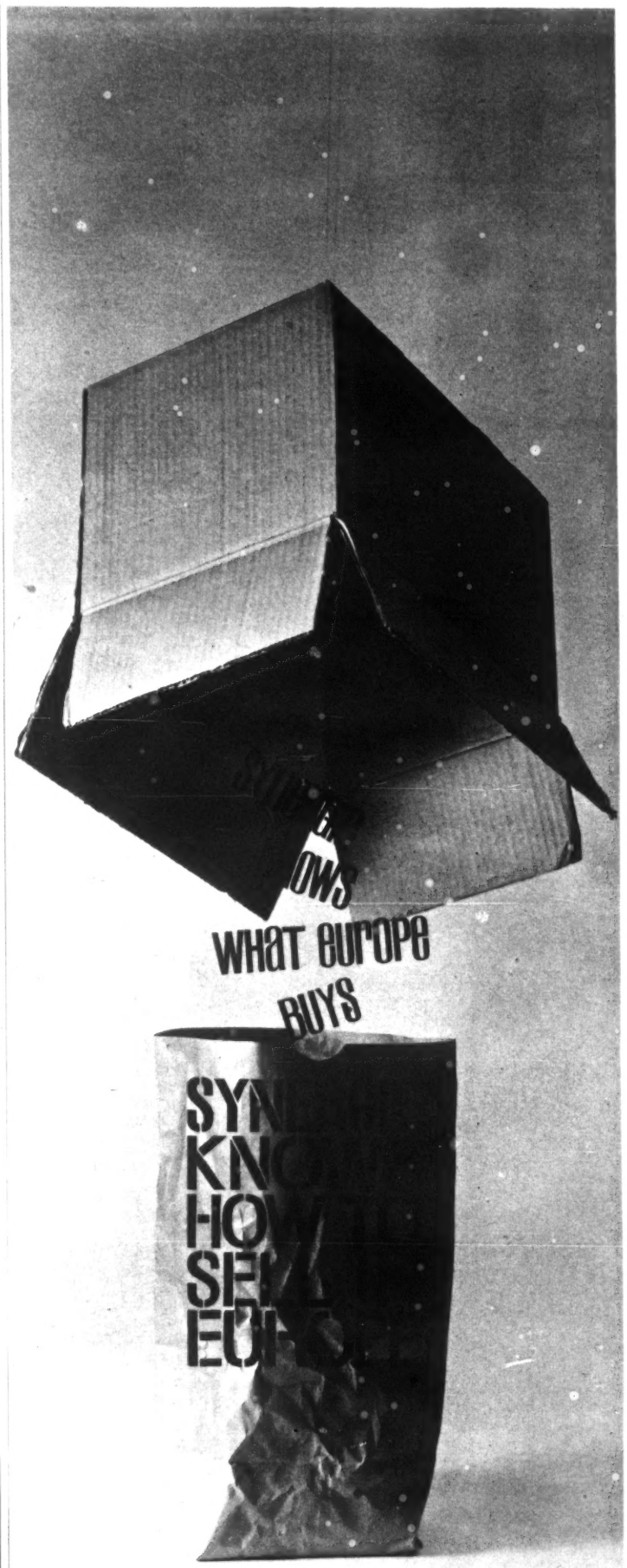
■ The Benson system is much more flexible. As in other agencies, an account executive (account manager in Benson parlance) rides herd on the account. Thereafter the system differs.

Copy Chief J. P. Mellors assigns an account to a section head who may decide to work on the account himself or to assign one or more of his team of copywriters. This means that if a campaign calls for a light hand, or the setting of a mood, or hard-selling copy, it can be assigned to a writer with a particular writing style. It also means that when necessary more than one man can be put on the job.

A similar system operates on the art side. Art Director K. J. Ballard will assign an assistant art director to the account who will then assign one of his team of artists to work on the account. Research and marketing operate in a comparable way.

■ Finally the team picked in this way get together and produce the advertising required.

"The beauty of this system,"



SYNERGIE, a full service French advertising agency, studies the market for your products and adapts the general media policy and copy theme to European consumer psychology, thereby insuring the most effective advertising and sales promotion tailored to the European market. Through its wide network of correspondents, SYNERGIE can plan, direct and coordinate your campaigns throughout Europe. Some international accounts : Air Wick, Bowater, Caltex, Eversharp Schick Injector, Formica, Knorr, Kromekote, Max Factor, Omo (Unilever), Parker Pen, Sunsilk. For more details contact : SYNERGIE - Advertising - 29-31, rue de Courcelles, Paris 8e France - Phone : BALzac 95-50 - Cables : Pubsyn - Paris.

explained Mr. Stobo, "is that it works like a parallel ruler. When it is closed you have a certain combination of people working on an account. If for any reason you want to change, you open the ruler and bring it together at another point.

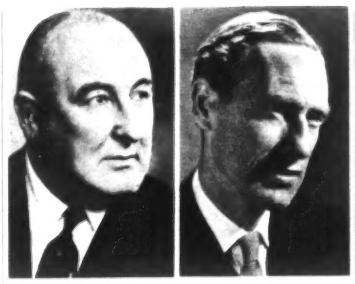
"This means that if you have a copywriter who wants to try something different and he can't convince the art director or the artist working with him, these people can be switched so that the approach can be tried.

"Similarly, people can easily be switched around without having to break up a group if it is found that certain people just can't manage to work with someone else. This way it avoids personality conflicts. It also reduces office politics to an absolute minimum.

"It's a nightmare to administer but we think that is more than compensated for by the advantages."

Managing director of Benson is Douglas A. Bain, who joined the agency in June, 1936, as a trainee and serves as an example that the way is open from bottom to top of the agency ladder. Three other members of the present board began as Benson trainees.

After war service with the army, Mr. Bain rejoined the agency in late 1945 as head of research and was appointed manager two years later. In January, 1954, he was appointed joint assistant managing director, followed three years later by the post of joint managing director. He became sole managing director in 1959.



Douglas Bain H. O. Houchen

R. K. Lloyd, assistant managing director, is another who is sold on the departmental setup.

"It makes for tremendous flexibility and a free flow of ideas," he explained. "Other agencies may believe in the advantages of the group system but we are convinced that the departmental system is best."

Mr. Lloyd, 43, is also ex-navy. He joined the agency in 1939 and then signed to serve in the R.N.V.R. coastal forces, where he lost an arm. He rejoined Benson in 1946, became a director in 1952 and assistant managing director in 1959.

■ Another ex-naval man is Nigel Rogers, who obtained a permanent commission in the Royal Navy in 1939 and saw service in destroyers (as a gunnery officer), in combined operations, and at the Admiralty. Mr. Rogers, who joined Benson in 1946 and is now media director, joked about the agency's naval tradition.

"We used to say that Benson had enough ex-naval men to staff a small cruiser and put to sea immediately—complete with a Royal Marine detachment," he said.

The British navy has a reputation as the "Silent Service" and it may be that this tradition inhibits Benson from publicizing itself. "I think we could do more to promote the agency," said Mr. Rogers.

Benson is not particularly secretive about its activities. It's just that it doesn't seem to get around to publicizing its own activities actively. Like many other British agencies, it feels that its job is to publicize clients rather than itself.

■ The agency is particularly strong in television. Under the direction of Howard "Boogie" Barnes, its tv department has turned out some of the best British commercials. Among those voted by viewers as favorites were three produced by Benson: The monkeys' tea party for Brooke-Bond tea; Murraymints, and Guinness.

The agency has brought into tv such innovations as the mood-sell approach in the launching of Wills' Strand cigarets. Almost the entire one-minute commercial was devoted to building a mood with photography and background music, with the product mentioned briefly at the end.

This became such a favorite with viewers that the background music, co-authored by Mr. Barnes, has since been published in sheet form and as a pop record under the title, "The Lonely Man Theme." (The selling approach of the commercial: "You're never alone with a Strand.") The tune became so popular that even the non-commercial British Broadcasting Corp. found itself playing the record in request programs, perhaps unaware it was plugging a commercial product.

■ Mr. Barnes has little time for songwriting these days—except for television jingles. But he has had notable success with his hobby in the past, including several tunes which have topped the hit parade in Britain and the U.S. These include "Tulips and Heather" in 1949; "My Love and Devotion," 1950; and the Nat King Cole success, "A Blossom Fell," in 1953.

He is now on his second stint with Benson. Mr. Barnes first joined the agency in the mid-1930s as a copywriter and then went to J. Walter Thompson Co. just before the war. After losing a leg early in the war he became editor of picture feature propa-

As an international advertiser—

Can you say "yes" to all these questions?

Are you able to *centralize* responsibility for strategic planning and control; yet *decentralize* for local tactical operations; i.e., Balanced Control?

Do the people who *create* your advertising have the linguistic ability, market knowledge, and "feel" to produce campaigns that *work?*

Is your advertising abroad handled by *specialists* rather than an agency whose foreign department only *nibbles* at the international field?

Do you have the services of an agency with its *own* branch offices in key world markets, plus *long-established* local associates, to assure correct and fast interpretation of instructions?

Is your agency a 'Johnny-come-lately' to the international scene, handling your advertising abroad without experience or "know-how", unable to implement your high domestic standards?

Can your agency provide a *well-established* professional public relations organization to supplement your advertising – whether *world-wide* or on an individual market basis?

Whether you have answered yes or no to any of the above questions, it will pay you to call on us.

ROBERT OTTO & COMPANY

Balanced Control of International Advertising

25 West 45th Street, New York 36, N.Y.

Branch Offices: LONDON • TORONTO • BUENOS AIRES • SAN JUAN • MEXICO CITY
AND 56 ASSOCIATES THROUGHOUT THE WORLD

We work for these clients in New York: BOEING AIRPLANE COMPANY • CAMPBELL SOUP COMPANY • CARRIER INTERNATIONAL LIMITED • CARTER PRODUCTS, INC. CHESEBROUGH-POND'S, INC. • GORHAM COMPANY • MILES LABORATORIES INTERNATIONAL • MILES LABORATORIES PAN AMERICAN, INC. • PHILLIPS-VAN HEUSEN CORP. PINKHAM MEDICINE COMPANY • STANDARD BRANDS, INC. • ROBERT OTTO & COMPANY'S BRANCH OFFICES ABROAD ALSO SERVE OVER 41 LEADING LOCAL INDUSTRIES.

ADVERTISING TO OVERSEAS MARKETS?

PETROLEUM WEEK
now offers a split run . . .

Here's a new service designed for advertisers with something special to tell the overseas petroleum industry. In the same edition of Petroleum Week, we can print one ad to reach 41,000 U.S. and Canadian readers . . . and another ad specifically designed for Petroleum Week's almost 6,000 circulation outside the U.S. and Canada.

To take advantage of this split-run service, have your agency prepare two separate ads. We'll take it from there. The cost is just $150 above the earned rate, and is available for all positions except covers.

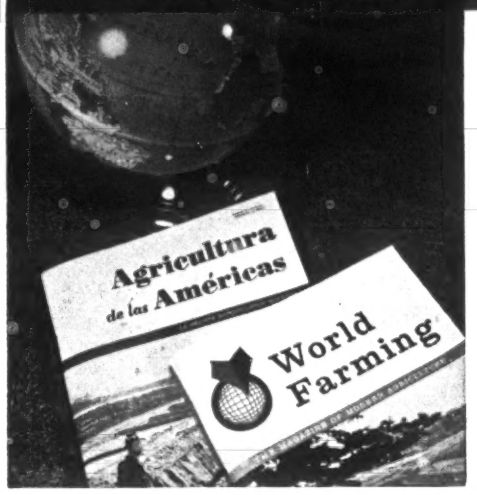
Foreign oil operations are becoming increasingly important. Sell this growing market directly through Petroleum Week's new split-run editions.

PETROLEUM WEEK
A McGRAW-HILL PUBLICATION
330 WEST 42 STREET, NEW YORK 36, N. Y.

ABC ABP *OIL'S MOST READABLE MAGAZINE*

PETROLEUM WEEK NOW AIR-DELIVERED TO EUROPE!

WANT TO SELL FARMERS OVERSEAS?



Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | **WORLD FARMING**

1014 WYANDOTTE ST., KANSAS CITY 5, MO.

ganda in the Ministry of Information.

After the war he was copy chief at Erwin, Wa ey for nearly ten years, joining Benson as television director in 1954.

■ He is firm in his convictions of what television commercials—and the people who make them—can and cannot do.

"You can't have actors and actresses talking about products in a technical way—because people don't talk like that. You have to use voice-over," he said.

"Cartoons can be great—but they don't sell the product. They sell the advertiser. The advantages of cartoons are that they make friends and have a tremendous repetition potential. People tire very slowly of a good cartoon—no matter how often they see it.

"The best cartoons are tremendously exaggerated. We had a client who didn't believe that. We convinced him by hiring a whole batch of 'Tom and Jerry,' 'Tweetie Pie,' 'Mr. Magoo' and similar cartoons and putting on a show for him. He's convinced now.

"You must remember that viewers watch that little screen intently and many of them notice anything that's not quite right—and that distracts them at the point where you're trying to put over a selling message. We've had to take off a commercial because a little girl crossed the road at an angle and mothers wrote in to say she'd get knocked down by an auto if she wasn't careful."

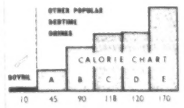
For fitness without fatness change to Bovril at bedtime

DO YOU KNOW WHY Bovril keeps you fit without making you fat? It's because Bovril is nourishing yet low in calories.

WINTER HEALTH. Delicious hot Bovril, taken every night, will help you to keep well all winter long. Bovril contains the nourishing goodness of prime lean beef in its most highly concentrated form, together with health-giving vitamins. Every cup of Bovril you drink provides no less than one-fifth of your daily needs of essential B vitamins – Riboflavin and Niacin. Bovril is so digestible and it helps you to benefit from the other foods you eat.

NOT FATTENING. Bovril has this great advantage for everyone with a slimming problem. It is less fattening than any other popular bedtime drink.

COUNT THE CALORIES! Look at this chart and see how few calories there are in a cup of Bovril —



A DOCTOR WRITES *"Bovril is one thing I always recommend when my patients ask me how they can lose weight."*
M.R., R.S., Northumberland.

BOVRIL at bedtime

NEW—*Bovril today is pushed as a bedtime drink after wideawake copywriter noted in research material that some people were taking it that way without urging.*

■ Last year Strand cigaret's Lonely Man commercial made the honors list of the Advertising Creative Circle. In 1959, a commercial for Omo detergent, a Unilever product, made the list. In addition, the agency picked up two prizes at the Venice Film Festival last year.

Benson's print ads have also been perennial prize-winners and Guinness outdoor boards may hold the alltime British advertising record for awards. In 1960, for example, Guinness posters took no less than six prizes in the national outdoor advertising awards competition.

Ed (Shepherd) Mead, former vp and copy chief of Benton & Bowles, New York, is now a consultant here to Benson, and he describes the shop as "a good British agency." He commented:

"Look at their client list and you'll see old, distinguished British advertisers like Bovril, Wills' cigarets and Guinness, many of which have been with the agency since its earliest days."

As for the agency's creativity, Mr. Mead said:

"For one thing, I think the departmental system of organization helps; for another, about half the board of directors are former creative men. This has an effect throughout the agency.

"It's a first class agency for a creative man. The creative man here has standing; he isn't treated like a slob as he is in lots of agencies."

■ Benson is not only the name of the agency, it is also the name of the agency mascot, a cat. He was bought by one of the agency executives three years ago when the agency decided it needed a symbol to use in advertising the move to new and larger premises.

Benson, the cat, appeared in

TEMPLE PRESS

International Technical Publications

Reaching key technical and executive personnel controlling buying in the world's industrial markets.

Nuclear Engineering **Monthly 3s. 6d.**

Is the leading European journal dealing with every aspect of power from nuclear energy. Its coverage, which is completely international in scope, is infinitely more comprehensive and detailed than any other publication in this field. It is designed for the engineer and executive, *not* for the layman.

The Petroleum Times **Fortnightly 4s. Od.**

Unquestioned leader, since 1899, of all oil journals outside the U.S.A. Authoritative coverage of every phase of the petroleum industry—drilling, production, marketing and distribution. *The Petroleum Times* affords unique world news service of greatest importance to everyone connected with the industry.

The Aeroplane and Astronautics **Weekly 1s. 6d.**

The World's leading aviation weekly. New aircraft, aero-engines, guided weapons, astronautics and ancillary equipment are covered in detail. Modern trends in construction and operating techniques, military and civil aircraft, research, engineering and all other aspects of interaational aviation are reviewed.

Plastics **Monthly 3s. Od.**

Premier European journal in the industry. Latest developments in manufacture, new techniques, materials and machinery are reviewed in detail by international experts. Full reports and coverage of exhibitions, trade fairs. Readership is mainly among manufacturers, industrial chemists and users.

The Motor Ship **Monthly 3s. 6d.**

With a larger circulation than any other shipbuilding or marine engineering journal *The Motor Ship* deals with the design, construction, equipment and operation of ships powered by Diesel engines, gas turbines, free-piston engines and nuclear plant. Detailed descriptions and plans of new ships launched and full coverage of the general field of world shipping.

The Oil Engine and Gas Turbine **Monthly 3s. 6d.**

The leading journal dealing with the most efficient and most versatile prime movers for static or mobile industrial purposes, and for road and rail transport. This journal gives the most complete coverage of both oil engines and gas turbines and of technical developments throughout the world.

Farm Mechanization **Monthly 2s. 6d.**

Deals with agricultural machinery design and development, its manufacture, maintenance, servicing and the application of machinery to current farming practice. Read by farmers, agricultural engineers, manufacturers, tractor and implement distributors, technical and advisory authorities in all parts of the world. The outstanding European journal in this field.

The Motor Boat and Yachting **Twice-Monthly 2s. Od.**

A journal for all yachtsmen, novice and veteran alike, whether power or sail, and for all concerned with the design and building, maintenance and running of small craft, whether commercial or pleasure. Articles on cruising, fitting-out and maintenance, new designs, construction, navigation and seamanship as well as illustrated reports of all important races and regattas are regular features.

Light Metals **Monthly 2s. 6d.**

The only independent European journal devoted exclusively to Aluminum, Magnesium and Titanium and their alloys. It covers the potential uses, treatment and manufacture of these light metals, and all aspects of light metal technology. Its readers are engineers, metallurgists, foundrymen, fabricators and the ultimate users.

The Overseas Engineer **Monthly 2s. 6d.**

Presents latest developments and achievements in British engineering of worldwide interest with special emphasis on factory plant and services, civil and electrical engineering, earth moving equipment, locomotives and associated equipment. *The Overseas Engineer* is read by engineers and executives all over the world.

The Motor **Weekly 1s. Od.**

Britain's leading motoring journal provides up-to-the-minute news of motoring affairs on a global basis. Full, illustrated descriptions of new cars from all countries with cutaway drawings and detailed specifications. Authoritative and critical road test reports respected throughout the world for their objective and unbiased assessment. Touring articles on every continent and full reports of International sporting events.

The Commercial Motor ***Motor Cycling with Scooter Weekly*** ***Cycling and Mopeds***

These three Temple Press weekly journals have been an integral part of their respective industries since the earliest days. *The Commercial Motor* covers every aspect of the great road transport industry. *Motor Cycling with Scooter Weekly* and *Cycling and Mopeds* have been immensely influential in the growth and popularity of two-wheeled machines and the sport and pastimes surrounding them.

Technical Books and Directories

Over 150 technical or specialized books and directories are published by Temple Press Limited in association with the above periodicals. Serving the needs both of industry and the public, they cover a very wide range of subjects related to the fields of the journals.

Some of the older titles have passed twentieth and thirtieth editions and the demand for Temple Press Books, valued as highly authoritative sources of information and instruction, continues to grow in step with advancing technical developments.

All the Temple Press journals are backed by audited circulation certificates.

ADVERTISING REPRESENTATIVES IN NORTH AMERICA

NUCLEAR ENGINEERING, THE AEROPLANE AND ASTRONAUTICS, PLASTICS, THE MOTOR SHIP, THE OIL ENGINE AND GAS TURBINE, FARM MECHANIZATION, THE MOTOR BOAT AND YACHTING, LIGHT METALS, THE OVERSEAS ENGINEER, THE MOTOR, THE COMMERCIAL MOTOR, MOTOR CYCLING WITH SCOOTER WEEKLY, CYCLING AND MOPEDS.

THE ROBERT T. KENYON COMPANY, 527 Madison Avenue, New York 22, N. Y. Telephone: Plaza 5-1282

THE PETROLEUM TIMES

MISS HELEN LAVALLE, 545 Fifth Avenue, Room 713, New York 17, N. Y. Telephone: Murray Hill 2-0478

All these magazines are published by:—

Temple Press Limited, Bowling Green Lane, London, E.C.1., England.

IN LATIN AMERICA...

Modern medicine is ushering in a new age as well as a new generation. An age in which needless suffering, premature aging and death will no longer sap the vitality of the Latin American nations. New hospitals, clinics, more and better trained doctors, nurses and public health workers symbolize the drive for progress throughout the South American continent.

Latin Americans have a LIFE of their own—LIFE EN ESPAÑOL—in their own spirit, in their own idiom. LIFE EN ESPAÑOL has a circulation of 390,000* and more than three million readers each issue. These readers—the great majority leaders in business, government and community life—look to LIFE EN ESPAÑOL for a clear, colorful, comprehensive picture of their hemisphere and their world. (A picture vividly drawn in authoritative, often exclusive articles and photographs.) They are your best customers in Latin America . . . and you can reach them best in LIFE EN ESPAÑOL, the most influential editorial voice in the Spanish-speaking world.

*And *four* ways of using it. LIFE EN ESPAÑOL provides four editions to pinpoint your market: the edition for all of Latin America, and regional editions for the Caribbean, Mexico, and all but Mexico.

Photographed especially for LIFE EN ESPAÑOL *by Charles Tasnadi.*

In Caracas, 32,316 healthy Venezuelans were born in the ultra-modern Hospital for Gynecology and Obstetrics "Concepción Palacios" in 1960. Today only 2.7% of Caracas babies are born at home, compared to 20% ten years ago.

LIFE EN ESPAÑOL

Rockefeller Center
New York 20, N. Y.

several house ads and then became somehow attached to the permanent staff. Today, he lives in a basket in a corner of the office of Miss Diana Diver, Mr. Stobo's secretary.

■ S. H. Benson decided to reorganize its overseas operations last year—a process still going on. The agency brought in Owen Houchen, who has wide experience in transport and industry. For many years he was with British Overseas Airways Corp. and later managing director of the electrical companies of a large industrial company group, where his task was reorganizing manufacturing facilities and laying the foundation for overseas development.

"When they told me the job was in advertising," Mr. Houchen recalled, "I told them I didn't know a thing about it. They said I could learn. What they wanted was my experience in planning overseas development."

Previously, the agency's overseas development had been piecemeal and opportunist, rather than based on a phased program of development. It has always done a certain amount of overseas business, very often through affiliates. Then, in 1948 it entered the U.S. in partnership with David Ogilvy and another British agency, Mather & Crowther, to form Ogilvy, Benson & Mather Inc. In 1949, the agency went into India.

■ Benson really got rolling in the international field in 1957. Now it is in Australia, Canada, East Africa, India, Singapore, Malaya and Italy. Its overseas interests are controlled through S. H. Benson International, successor to Bomas Ltd. (Benson Overseas Marketing and Advertising Service). The Indian division of Bomas still operates under that name, due to certain company law requirements. It is a wholly-owned subsidiary with offices in Bombay, Madras and Delhi. Additionally, the agency owns Saviles Private Ltd., an exhibition, display and outdoor advertising service, with offices in Calcutta, Bombay and Madras. Bomas employs 230 persons and bills some $3,000,000.

In East Africa there are two more wholly-owned subsidiaries: S. H. Benson (Africa) and Dunford, Hall & Partners, a public relations company, both in Nairobi, Kenya. The agency has a staff of 50 and a billing of around $750,000.

The agency holds a controlling interest in Masters (1959) Ltd., in Singapore, which employs 140 persons and bills about $1,750,000. A company is now being formed in Kuala Lumpur, Malaya.

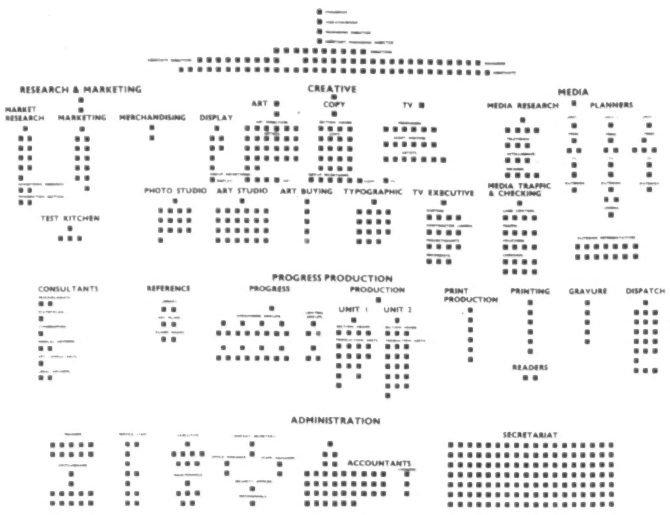
Last year the agency entered into a partnership with United Services Publicity (Pty) Ltd. to form U.S.P.-Benson (Pty) Ltd., with offices in Melbourne, Sydney and Brisbane. The agency employs 250 and bills more than $7,000,000.

Benson also entered a partnership with Radar Pubblicita, Milan, resulting in formation of Radar-Benson Pubblicita S.p.A., an agency with a staff of 60 and $3,500,000 in billings.

Earlier this year it came to a similar partnership arrangement with the Canadian agency of Breithaupt, Milsom, with offices in Toronto, Vancouver and New York. The result was the formation of Breithaupt, Milsom & Benson Ltd., with a staff of 60 and billings of some $3,000,000.

■ As a result to this latest venture, Benson is now disposing of its shares in Ogilvy, Benson & Mather to the other partners to avoid a conflict of interest, since OBM has also recently gone into Canada.

Mr. Houchen observed: "There are obviously some gaps, and negotiations are going on to fill them—either by setting up shop by ourselves or through buying an interest in existing agencies."



DEPARTMENTAL PLAN—*Organization chart shows Benson's 650 employes organized on departmental lines rather than group system.*

Among the possibilities which Benson is actively working on at the moment are the agency's entry into France, Holland and West Germany. Negotiations are already afoot and the agency might well be operating in any or all three of these Common Market countries by the end of this year.

Looking further ahead, the agency is also considering going into the Middle East and West Africa. Certainly the agency has only just begun growing on the international side.

■ Benson's latest move, however, is on the home front. Earlier this year the agency acquired a substantial interest in a well-known city (i.e., financial district) advertising agency, now operating as Foster, Turner & Benson Ltd. This latest move is to provide a financial advertising service to companies all over the world who wish to publicize their trading results in Britain.

Benson has long shown a readiness to put its surplus revenues to work in this way. Over the years it has acquired or set up a number of subsidiaries which now comprise the Benson Group. As a Benson executive put it: "We believe in our business. So when surplus capital became available, instead of laying it out in other directions, we were inclined to invest it in the business we knew best—advertising."

As a result of this policy, the agency acquired control of Spottiswoode Advertising in 1911, as a straightforward investment. It now employs 120 persons and last year billed $4,424,000, excluding fees.

■ In 1949, Benson acquired control of D. J. Keymer Ltd., primarily for its operations in India, which now trade under the name of Bomas Ltd. (Indian Division). Keymer had a London office and this was turned into a fully-fledged service agency operating only in Britain and divorced from its former Indian headquarters.

This agency, now Keymer Advertising, was reconstituted in January, 1958, with an enlarged management team almost com-

CREATIVE SELLING
in a dozen tongues

On-the-ground creation of their advertising programs is one of the great advantages offered to clients of the J. Walter Thompson Company in world markets.

There are fully staffed J. Walter Thompson *creative offices* in 23 countries on six continents. Through these offices, a client can be sure of experienced, professional direction of his advertising activities *anywhere in the world.*

His advertising can be created in one market and adapted in others—or, created for specific markets *right in the market.* From market to market, he gets continuity of thinking—and unparalleled experience.

J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami, Montreal, Toronto, Mexico City, San Juan, Buenos Aires, Montevideo, São Paulo, Rio de Janeiro, Porto Alegre, Recife, Santiago (Chile), Lima, London, Paris, Antwerp, Amsterdam, Frankfurt, Milan, Vienna, Johannesburg, Cape Town, Durban, Port Elizabeth, Salisbury (Southern Rhodesia), Bombay, Calcutta, New Delhi, Madras, Kanpur, Karachi, Colombo (Ceylon), Sydney, Melbourne, Tokyo, Manila

EARLY AD—*Ample white space was used in this 1914 newspaper ad prepared by Benson for Zog paint cleaner.*

pletely consisting of postwar trained advertising and marketing men. In the first year the agency billings scarcely reached $280,000. By the end of 1960 the agency was employing 68 persons and billing $2,500,000.

The third British subsidiary agency, Longleys & Hoffmann Ltd., Birmingham, was acquired in 1950. It now employs 90 persons and billed $3,640,000 in 1960. The motive behind this acquisition was that Benson wanted an advertising interest in the English Midlands—the industrial heart of the country. Here Benson thought an industrial agency with a forte for display advertising was needed. Longleys & Hoffmann is the largest provincial-based advertising agency in Britain.

The three agencies are controlled by Benson purely through its financial holdings. At the end of the year their accounts are returned to Benson, virtually the sole owner, which gets whatever profit they have made. Benson's managing director, Douglas Bain, is chairman of two of them—Keymer and Longleys & Hoffmann. They are virtually autonomous but Benson retains management control over acceptance of clients. ≠

Brazil Is Ninth Largest Advertiser, Spends $150,000,000

RIO DE JANEIRO, April 11—Advertising in Brazil continued to move ahead in 1960.

Total advertising expenditures are estimated at $150,000,000, ranking Brazil as the ninth largest advertising country in the world.

Many advertisers increased their expenditures considerably during the year, particularly to cover new product promotions.

■ Willys Overland do Brasil, largest car manufacturer in the country, became the nation's largest advertiser in 1960, along with Nestle, each spending an estimated 250,000,000 cruzeiros, or $1,000,000. Willys, which moved up from ninth place, tripled its expenditures.

Early indications are that these figures will be topped by a wide margin this year. Willys is reportedly set to spend some 700,000,000 cruzeiros on advertising in 1961, and Nestle is reportedly mounting a 500,000,000 cr. program.

GRANDE—*This is an example of Coke's point of sale advertising in Mexico, the company's biggest market in Latin America.*

However, it should be kept in mind that these figures are being augmented by Brazil's galloping inflation. Officially, the cruzeiro is still pegged at the rate of 18.5-per-$1. However, this rate hasn't prevailed on the free market for many years. About a year ago the cruzeiro had stabilized at about 200 to the $1. Right now, the dollar can buy about 265 cruzeiros.

As a result, using this latest quotation, Nestle's 250,000,000 cr. expenditure in 1960 translates to about $1,000,000.

■ One of the significant trends singled out here by Sylvio Behring, veteran ad manager of the influential daily, *O Globo*, and president of the Brazilian Advertising Assn., is the elevation of Brazilian nationals to top management positions with U.S. agencies.

Sylvio Behring

Mr. Behring noted particularly the appointment of Armando Sarmento as president of McCann-Erickson's international division in New York. Mr. Sarmento previously headed McCann's Brazilian operations.

In addition, J. Walter Thompson Co. now has a Brazilian manager for the first time in its 30-year history here. Renato Castelo Branco has been named head of JWT-Brazil, succeeding Robert Merrick, who is retiring. Mr. Merrick headed JWT operations here since 1939. JWT's Rio office, formerly managed by Castelo Branco, is now being run by Augusto de Angelo, another Brazilian, who worked himself up from office manager.

10 Big Advertisers in Brazil, 1960

Advertiser	Billings*	Agency
Nestle	250	McCann-Norton
Willys	250	Multi
Lever	230	Lintas
Gessy	220	Multi
Sydney Ross	200	IAS
General Electric	180	Thompson-Norton
Coca-Cola	160	McCann
General Motors	140	McCann
Gillette	130	Inter-Americana
Real	110	Succex

*In Millions of Cruizeiros. Nestle and Willys expenditures each roughly equivalent of $1,000,000.

■ Television picked up a great deal of ground in 1960. The country now has 20 tv stations, with more than 1,000,000 sets in use. For the first time, tv drew more ad revenue than radio in 1960.

Brazilian ad expenditures break down as follows: Newspapers 27%, magazines 19%, television 18%, radio 15%, direct mail 5%, outdoor 4% and other media 12%. #

Now...Selecciones helps you

Caribbean Edition #1

PUERTO RICO
DOMINICAN REPUBLIC
GUATEMALA
HONDURAS
EL SALVADOR
NICARAGUA
COSTA RICA
PANAMA

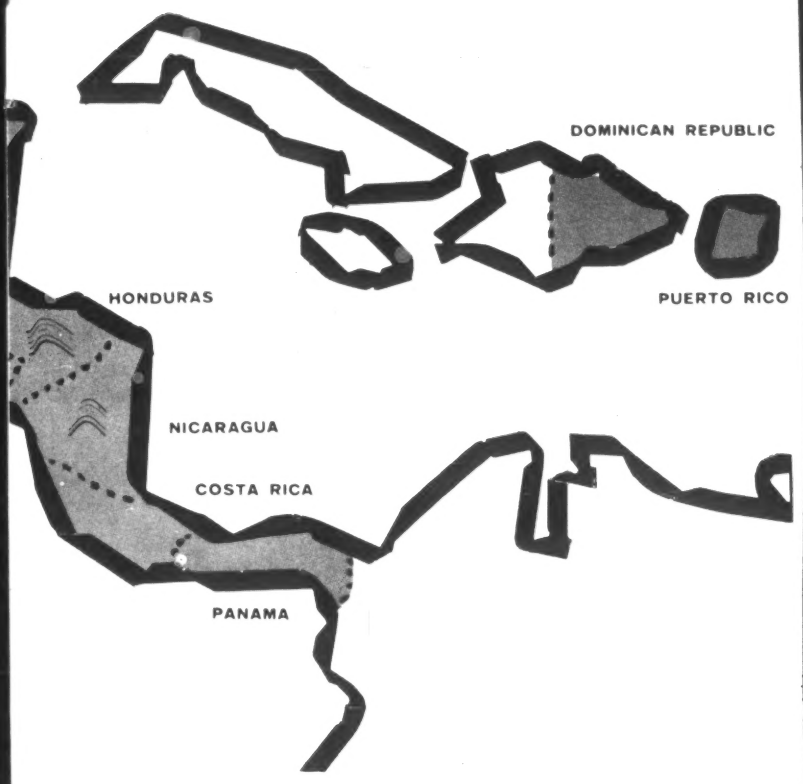
VENEZUELA
COLOMBIA
ECUADOR
PERU

Established 11 years ago, this edition delivers a *quality* circulation of more than 390,000 in the 12 principal countries that it covers. U.S. advertisers use Edition #1 more widely than any other Latin American edition of the Digest, for it is by far the most economical and effective way to reach the vast, growing markets of the Caribbean area and Central America.

In the countries it covers, Caribbean Edition #1 has over 3 times the circulation of the second-place "international" magazine. Perhaps even more impressive: in each country, Selecciones' circulation exceeds the *combined* circulation of the two largest locally published magazines.

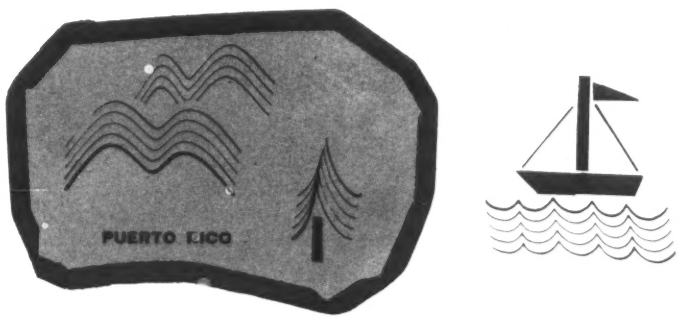
And everywhere Selecciones goes, it goes to *upper-income, better-educated, money-spending buyers!*

sell more efficiently with...



New! Caribbean Edition #2

If your chief profit opportunities are in the "dollar export" markets, Caribbean Edition #2 is an especially efficient medium for you. Your best prospects in this $3.9 billion market—eight countries sharing variously in Latin America's general growth—are reached by Selecciones' circulation of more than 110,000.



New! Puerto Rican Edition

You can buy Selecciones' 55,000 circulation in Puerto Rico *separately*. For the first time in this booming market, you can have quality color printing in a magazine that covers Puerto Rico alone. And Selecciones gives national coverage of your *best* customers—the magazine readers.

3 regional editions in the Caribbean area

Selecciones del Reader's Digest, by far the best-selling magazine in all of Latin America, now offers *new flexibility* for your advertising. From the three editions mapped at left, you can choose the coverage that fits your distribution best.

The original Caribbean Edition of Selecciones, Edition #1, is the most widely read magazine in each of the 12 countries it covers. Rates are unchanged. It offers unmatched advertising value for companies selling widely.

Rates for the two *new* editions—Caribbean #2 and Puerto Rican—provide exceptional values for pinpointing smaller regions. These editions will start with the October issues.

Production of all Caribbean editions will soon be transferred from overseas to Miami. With U.S. printing and good coated paper, *quality of color reproduction will be outstanding.*

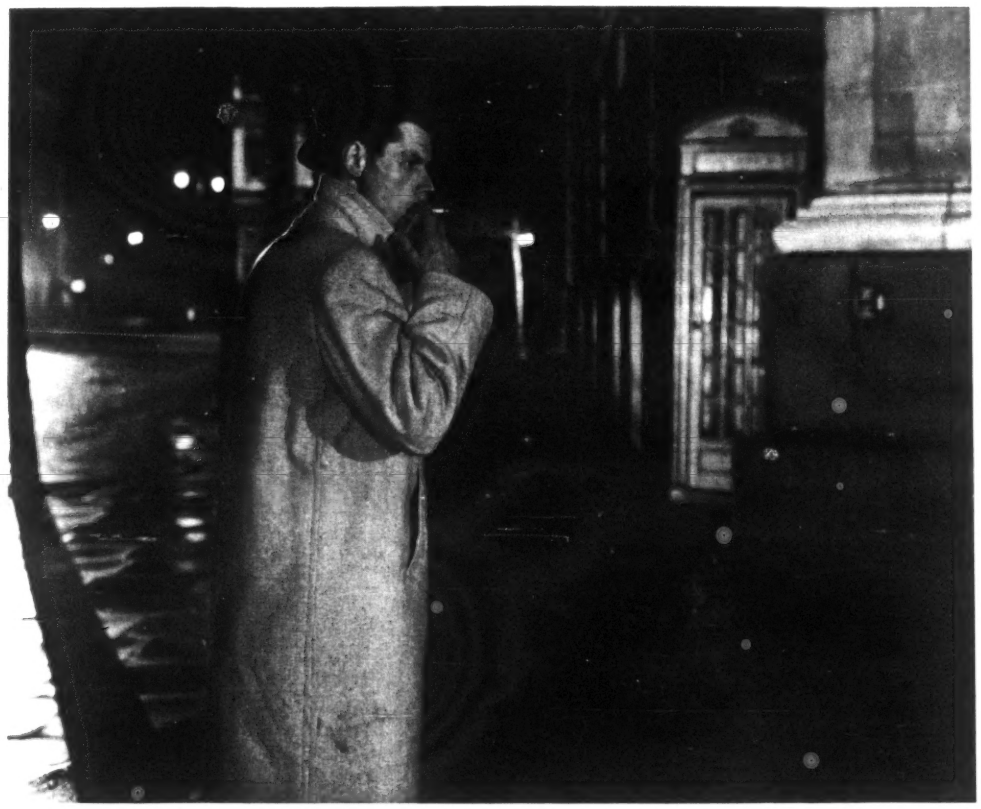
Your Digest representative has further information, including details of the important discounts for frequency and for using combinations of editions. Or write or phone David W. Cogswell, Reader's Digest, 270 Park Ave., New York 17, N. Y.; YUkon 6-2000.

All over the free world people have faith in

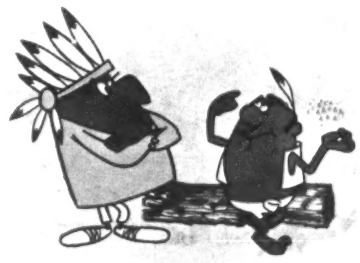
Reader's Digest

British TV Commercials—Loneliness to Romance

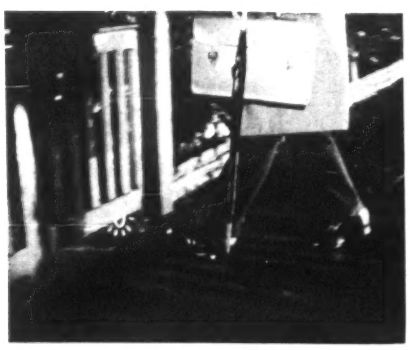
SMOKING LOVERS—*In Britain 1960 was a year in which Player's cigarets shelved famed slogan, "Player's Please," for "People Love Player's." Ads by Mather & Crowther put aura of romance around product. This 60-second commercial shows lovers rendezvousing on London Embankment, enjoying cigaret together.*



LONELY MAN—*One of Britain's most talked-about commercials—the "Lonely Man" produced by S. H. Benson for Wills' Strand cigarets: Nighttime . . . deserted, rain-swept streets . . . a character who looks like Sinatra . . . nothing on most of soundtrack except haunting music that became a popular record titled, "The Lonely Man Theme." Message comes in final seconds of commercial: "You're never alone with a Strand, the cigaret of the moment."*

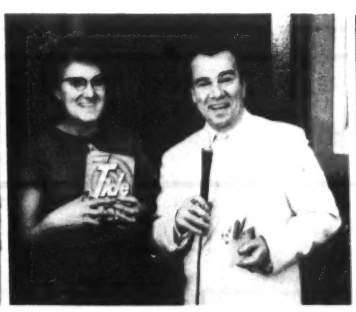


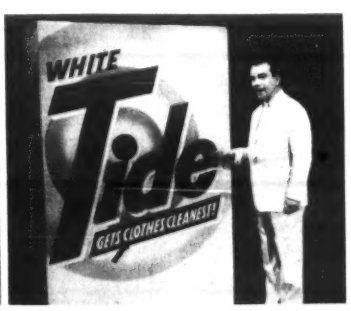
HONEST INJUN—*Indian Chief asks: "What's wrong with our war dance?" Bravenik replies: "Let's get with it, Daddyo, I feel like a Guinness." Before you know it, he is a Guinness. Agency: S. H. Benson.*



HOME—*End of a cold day . . . but home to wife, fire, dog . . . and Whitebread's Mackeson stout. Agency: Mather & Crowther.*

JOE?—*Cartoon by Dorland is for Esso kerosene. Phone rings, voice says, "Hello, Joe?" Man replies, "No, this is the Esso Blue dealer; you know, we deliver to your door." But when sexy-voice female rings, he blurts, "No, this is the Esso Blee dooler."*





MUCH MOOLAH—*The man with all the green stuff is the White Tide Man, who figures in a promotion by Erwin Wasey, Ruthrauff & Ryan for Thos. Hedley, British subsidiary of Procter & Gamble. He tells viewers about all the money they can win by producing a package of the product when the White Tide Man comes around to knock at their doors. Taped interviewers with winners cut into the commercial to help lure viewers to the grocery store to buy a package.*

Foreign Nations Top U. S. in Ad Growth

(Continued from Page 81)

On the other hand, it seems clear that American corporations, particularly the large ones, have not been niggardly or shortsighted with their overseas capital investments. Rather than rely on exports, they have gone abroad with subsidiary manufacturing operations, and these subsidiaries are providing much of the fuel for the current explosion in overseas advertising.

The importance of these overseas operations was underlined in many of the 1960 annual reports. Company after company has reported sharp gains in sales and profits for international operations while the domestic side stood still or declined.

■ George Browne and Paul R. Miller, two McGraw-Hill international editors, recently pinpointed some of the overseas gains racked up by U.S. companies. They gave the following examples:

• Caterpillar Tractor: Foreign sales jumped from $93,000,000 in 1950 to $274,000,000 in 1959, now accounts for 35% of total volume.

• Minnesota Mining & Mfg.: Foreign sales increased from $20,000,000 in 1952 to $95,000,000 in 1959.

• National Cash Register: Foreign sales advanced from $51,000,000 in 1950 to $159,000,000 in 1959.

• International Harvester does 25% of its business abroad, Otis Elevator 45%, Goodyear 27%.

• H. J. Heinz derived 78% of its total profits from foreign operations in 1959.

■ Many more examples could be cited. Some 3,000 U.S. corporations now operate abroad. U.S. private investment abroad has climbed from $7 billion in 1946 to about $30 billion at the end of 1960.

Overseas subsidiaries of U.S. corporations now produce $30 billion in sales and $3 billion in profits annually.

Activity has stepped up so sharply that each week now brings fresh reports of U.S. business expansion overseas. Here, for example, are bits and pieces of recent developments:

• The British government reported that foreign investments in Britain rose from $243,600,000 at the end of 1958 to $352,800,000 at the end of 1959. The U.S. accounted for 75% of this increase and nearly 75% of the total foreign investment was American. The government report added that this growth in foreign investment has been *greater* than Britain's own private investment abroad.

• A similar report from Brazil, where the government reported that U.S. direct investment rose from $644,000,000 in 1950 to $1.3 billion in 1958.

• U.S. tobacco merchants emphasized their overseas pushes in their annual reports. **Philip Morris** is marketing through subsidiary plants or licensees . . . **R. J. Reynolds** bought control of a leading tobacco manufacturer in Germany . . . **P. Lorillard** has embarked on a worldwide advertising program, as has **American Tobacco.**

• **Campbell Soup,** with a virtual corner on the U.S. soup market, turned its attention to Europe. Campbell soups are now on sale in Britain (they are being made there) and they entered the German market this year . . . **General Mills** brought Betty Crocker to Britain last year and has now followed up with its dry cereals . . . **Green Giant** is now marketing in Britain . . . **Schick** re-entered the European market after a long absence.

• Paper companies are becoming more active. **International Paper** joined forces with a British company, John Waddington, to form a new corporation that will manufacture containers for milk and fruit juices . . . Another Anglo-American partnership is Bowater Scott Corp. (representing **Scott Paper** and giant Bowater Paper), which has expansion programs going all over the world.

• **Hammond Organ** set up an international division . . . **Revlon** increased its international sales to $13,000,000 in 1959 . . . **Kraft Foods Ltd.** paid $4,200,000 for Southern Oil Co., British edible oil refiner . . . **Firestone** is building new plants and modernizing old ones all over the globe. The company reported that it spent $83,000,000 on capital expenditures in 1960, "a substantial part of which was spent on our foreign facilities." Raymond C. Firestone added: "The growth of car ownership abroad seems destined to continue for many years to come. Consequently, the market for tires outside the U. S. has increased in importance during the past several years and the future appears most promising."

• Five U. S. companies—**Cities Service, Continental Oil, U. S. Rubber, Witco Chemical** and **Fish International**—are building a $70,-

GAFAS—*Graphic Arts*
Foreign Advertising Service
Your advertising, sales promotion and technical material translated and produced in Spanish by graphic arts Latin American specialists.
Free estimates
Box 81, Farmingdale, L.I., N.Y., U.S.A.

*Not many well-dressed businessmen would buy a suit unless it were tailored to a perfect fit. Yet some (but not our clients!) will dust off a ready-to-wear advertising campaign, have it taken in a little here and let out a little there, and then wonder why their product is not winning attention!

*Every Dentsu campaign is tailored precisely to the tastes of the Japanese market, not merely to the more obvious specifications of the product. We employ 160 qualified research personnel who can call on the services of more than 10,000 (that's right) field workers in any one month, who know that their measurements are checked and double-checked. Step by step the assembled data on market and media is tacked into place until the complete fabric of the campaign has been built up as only the experts know how. For advertising that is fitting, check first with Dentsu.

• NEWSPAPER • MAGAZINE • RADIO • TV • PR • P-O-S
• DM • OUTDOOR • TRANSIT • MARKETING • RESEARCH

DENTSU ADVERTISING LTD.

Head office: Nishi-Ginza, Tokyo / Cable Address: "DENTSU TOKYO"
New York office: 342 Madison Ave., New York, 17, N. Y., U. S. A.

IN HIGH GEAR NOW—*After a long abstention, Du Pont is now moving into European markets in a big way, building its own production facilities and promoting Orlon and other products in campaigns coordinated from its regional headquarters in Zurich.*

000,000 petrochemical complex in Argentina . . . Big **Du Pont** reported that foreign sales were up 21% in 1960, from $300,000,000 to $363,000,000.

• **Borden Co.**, with 11 chemical subsidiaries overseas, reported it is building new chemical plants in Argentina, Colombia, Mexico and Australia. Borden's foreign sales went from $70,000,000 to $80,000,000 in 1960 . . . **Automatic Canteen** expects revenue from overseas vending operations to hit $4,000,000 in 1961, compared with $1,500,000 in 1960.

• Pharmaceutical companies, old hands in the international arena, continue to expand abroad at a brisk pace. The typical U. S. ethical drug maker does 25% of its business abroad. **Chas. Pfizer**, most potent of all, does more than 50%. **Abbott Laboratories** reported that its overseas volume hit a new peak in 1960, accounting for 27% of total sales, with further gains expected in 1961. Merck Sharp & Dohme announced a $3,000,000 expansion program in Latin America.

■ In short, U. S. companies are active today in all parts of the world. Their commitment is a long-term one.

They are playing—and will continue to play—a leading role in the development of advertising abroad.

Top 10 Advertisers in Japan, 1960

Company	Expenditure	Agency
1 Matsushita Electric Industries	$13,148,000	Dentsu
2 Tokyo Shibaura Electric (Toshiba)	13,092,000	Dentsu Hakuhodo Shin-Asia
3 Hitachi Ltd.	10,980,000	Dentsu Nissei Shojiki Hakuhodo
4 Takeda Pharmaceutical Industries	7,008,000	Daiko Asahi Kokoku Asahi Dentsu
5 Toyo Rayon Co.	$6,072,000	Dentsu
6 Sanyo Electric Co.	5,448,000	Dentsu Hakuhodo
7 Morinaga Milk Industries	4,716,000	Dentsu
8 Mitsubishi Electric Mfg.	4,632,000	Hakuhodo Dentsu
9 Chugai Pharmaceutical	4,524,000	Dentsu
10 Sankyo Co.	4,500,000	Dentsu

Tv Gains . . .

Japan Ad Volume Rises 25% in '60 to $500,000,000

Expenditures Triple in Five Years; U. S. Exports Gain 48%

TOKYO, April 13—The Japanese economy galloped ahead briskly in 1960, and this was reflected in another sharp upswing in advertising.

Figures compiled by Dentsu Advertising show that national advertising volume reached $500,000,000 last year.

This was a "mere" 25% gain over 1959 expenditures and thus a little behind the spectacular growth record of previous years.

In 1959, for example, advertising expenditures were up 33% over the previous year. Since 1950, they have expanded by 10 times. They have doubled since 1957 and tripled since 1955.

■ In Japan, advertising per capita is now $5.40, compared with the U.S. annual rate of $65. On the other hand, per capita income in Japan is still only $342, compared with $2,323 for the U.S.

Commercial television continues to make strong inroads on other media here. In 1960, tv accounted for 21.5% of advertising expenditures. Newspapers, which once commanded more than 50% of these revenues, have now dropped to a 39% share. Television now gets twice as much ad revenue as radio.

■ Advertising agencies are sharing in this expansion. Dentsu increased its billings from $123,600,000 to $148,500,000 in 1960; Hakuhodo moved up from $23,000,000 to $30,000,000; Man-Nen-Sha advanced from $14,000,000 to $19,600,000.

■ McCann-Erickson made news here in 1960 by joining forces with Hakuhodo to form a third Tokyo-based agency, McCann-Erickson-Hakuhodo. This agency will serve McCann's international clients in Japan and will give Hakuhodo access to the international facilities of the U.S. agency. J. Walter Thompson Co. already operates an agency here.

McCann's move came at a propitious time for one of its most important clients, Coca-Cola. The Japanese government has liberalized import restrictions on soft drinks, and three major U. S. bottlers—Coke, Pepsi-Cola and Royal Crown—are preparing to descend on what looks like a very promising market.

Japan already ranks as the best export market for U.S. manufacturers, outside of Canada. In the first six months of 1960, U.S. exports to Japan totaled $645,000,000, a 48% gain over the comparable 1959 period—and $88,000,000 more than Japanese exports to the U.S. during this period.

■ Matsushita Electric became Japan's top advertiser in 1960 with an expenditure of $13,148,000. It displaced the 1959 leader, Shibaura Electric (Toshiba), which dropped to second place with a total expenditure of $13,092,000.

It is interesting to note the composition of the top ten advertisers list. No less than five companies—Matsushita, Toshiba, Hitachi, Sanyo and Mitsubishi—are electronic manufacturers, reflecting the recent Japanese "craze" for electrical appliances of all kinds, ranging all the way from transistor radios to electric rice cookers to electric watches. ≡

Ishizaka Iwashita Kuno Heiskell

IN TOKYO—*Andrew Heiskell, board chairman of Time Inc., presents award to Fumio Iwashita, president of Tokyo Shibaura Electric Co. (Toshiba), for corporate advertising campaign conducted by Toshiba on a worldwide scale. Flanking Mr. Iwashita are Taizo Ishizaka and Motoji Kuno, board chairman and senior managing director, respectively, of Toshiba, Japan's second largest advertiser.*

The Voice of World Trade...

AWARD WINNERS—*These three print ads won prizes among best ads of year in Japan. Winners are Sapporo beer, with a bucolic pitch; Lion toothpaste, with about 35% of Japanese dentifrice market; and Sankyo's LuLu, cold remedy advertised for many years with theme, "Sneeze three times, use LuLu."*

BATTLE OF THE SUDSERS—*Detergents and soaps are among the most heavily advertised products on the German scene, with omni-present Unilever leading the way (Omo and Suwa). Lever's biggest competitor is Henkel (Dixan). Coming soon to Germany: Procter & Gamble.*

How to Succeed: Land Cigaret Account . . .

German Advertising Hits $1 Billion and Even Surpasses Economic Boom

Unilever Is Nation's Top Advertiser with $20,000,000 Ad Total

By Hazel Guild

FRANKFURT, April 11—It was another boom year in the German economy—and the advertising business.

Industrial production advanced 10% above 1959 levels, gross national product rose 11% and exports expanded 14% to $11.2 billion.

One result of this prosperity was a currency re-evaluation, raising the value of the Deutsch Mark from 4.2 to the dollar to an even 4. This will raise the price of German exports by about 5%.

Advertising volume leaped ahead more rapidly than the economy, according to records available here. It's almost impossible to come up with an exact figure on how much is spent on advertising in Germany but the grand total is now believed to be in the vicinity of $1 billion, compared with previous estimates of $850,000,000 for 1959.

■ Expenditures in measured media—newspapers, magazines, radio, television and posters—increased 13.8% to $453,000,000. One indication of what has been happening in this country is that this total represents a gain of 62% over what was invested in 1956.

Newspapers, the No. 1 medium, accounted for about $250,000,000. Television advertising, which is strictly limited here, moved ahead by 100% to $30,000,000, passing radio for the first time.

Germany's top advertiser—once again—was Unilever, which spent an estimated $20,000,000 through its various companies.

Among the product fields that grew swiftly in 1960 was soft drinks. Some $2,800,000 was spent to promote soft drinks—an increase of 45% over 1959. In 1959, there were 67 advertised brands; last year, there were 85.

The Cigaret Story . . .

If you want to be successful in the ad agency business in West Germany, try to latch onto a cigaret account.

Biggest group of advertisers in the land in 1960 was the tobacco industry, which put up $30,000,000 to promote its brands.

■ The top spenders were Reemtsma, with $10,000,000 behind its 14 brands, British-American Tobacco, backing its 11 brands with $8,000,000, and Brinkmann, promoting its nine brands with $6,000,000.

The most heavily advertised brand was HB, which got about half of BAT's expenditure.

Brinkmann introduced the 20-smokes-to-a-pack in Germany last year, and Reemtsma entered the race this year when it brought out Rothman in a 20-pack.

Some agency experts think the 20-pack will help zoom sales in West Germany, One story cited here is the Kotex study made in the states, which revealed that one-third of the women utilized the entire 12-pack container during a month. Hence, goes the reasoning, if you'd packed 4 or 16—or only 10—you'd still sell the consumers one package a month.

Formerly, in the impoverished postwar period, a smoker could buy a single cigaret, or three, five, 10 or 12 smokes—but the new trend is to the 20s.

■ Marlboro got into the 20-pack race when J. Walter Thompson introduced it to German buyers in a campaign last November with a surprisingly modern touch. One amazing ad, for German magazine readers, shows a German cutting his grass, barefoot and with his slacks rolled up—almost a beatnik touch for the solid set of burghers here.

One advantage of the 20-pack is that vending machines are important outlets. The 20-box is "built" for the coin machines, which take the one-mark piece (25¢) and deliver no change.

The cigaret business is an oddly regional one in West Germany. In southern Germany, for instance, the preference is for "black tobacco," while in Berlin, filters get 80% of the business as against 68% nationally. The biggest seller is what the dealers term "American blend," a flavored mix with a high percentage of Virginia tobacco.

Capitalizing on regional preferences, Foote, Cone & Belding, which took over Haus Neuerburg's Gueldenring cigaret account this January, is concentrating on the western center, with ads concentrated in the Cologne, Aachen and

SERVING LEADING PHARMACEUTICAL MANUFACTURERS AND EXPORT ADVERTISERS IN ALL LANGUAGES

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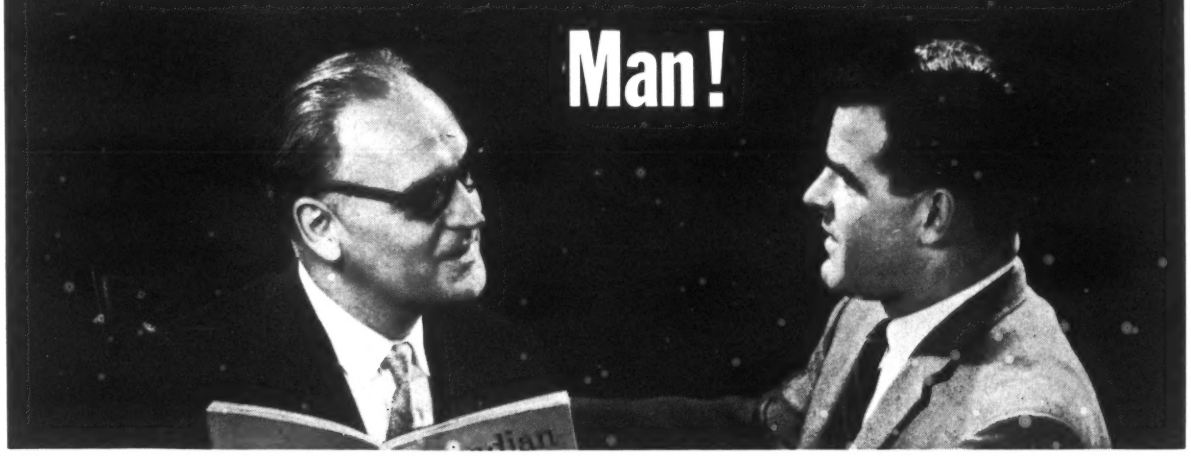
BNA

TO SELL IN CANADA, START WITH THE RIGHT MAN— A Canadian Business Publications Man!



The Canadian business press offers you the most direct and influential media for your sales message to Canadian businessmen, professional men, technical men. The Canadian business press is based in Canada, edited in Canada, and informs and influences Canadians in terms of their unique circumstances and requirements.

In Canada, the authority of these journals is unequalled by any other media; the directness and economy they offer is unapproachable. There is no waste circulation; all B.N.A. (Business Newspapers Association) members are required to sustain recognized audits.

Your advertising message, in a Canadian business publication, is seen in an environment that gives it strength. Check the business publications listing in the SRDS volume, Canadian Media Rates and Data, for the field *you* wish to reach, or Business Newspapers Association of Canada, 100 University Avenue, Toronto 1.

61-51R

Look for this Maple Leaf in the SRDS listings

THE BEST CANADIAN BUSINESS PUBLICATIONS BEAR THIS EMBLEM

CANADIAN BUSINESS NEWSPAPERS

BRING BUSINESS NEWS TO BUSINESSMEN AND GET RESULTS FOR ADVERTISERS

Trier area. And they're using an ad technique that's new for Germany and, like most such devices here, deeply cloaked in secrecy. Generally, it uses large areas of photography with a special development that reproduces well in the newspapers here, showing typical German street scenes with a smoking man montaged in the foreground.

In 1960, the ads sold 71,000,000,000 cigarets, a 10% rise over 1959.

■ Despite the rich economy, though, the more costly brands only managed to hold their 10% of the business, while the lower-priced smokes—from 8½ to 9 pfennigs (2¢) per cigaret—got 85% of the business. Menthols proved to have little appeal for German smokers.

However, Young & Rubicam has just been given the assignment of introducing Reyno cigarets in the German market. Reyno is the German version of R. J. Reynolds Tobacco's U. S. brand, Salem, a name which could not be used here because it was already taken by another company. Reyno (a contraction of Reynolds) is being marketed by Reynolds-controlled Haus Neuerburg.

In introducing Reyno, Y&R ran the first high fidelity color press advertising to appear in Germany. This is the wallpaper process developed by Y&R in the U.S. Lew Greenwood, from Y&R's production department in New York, came to Germany to lend his technical assistance. The color ad was scheduled in some 30 German newspapers in the last week of March.

The cigaret industry could actually grow even more, since in 1960 every resident of West Germany smoked an average of 1,265 cigarets, as against the Americans, who consumed 2,600 smokes apiece and the Englanders who ground out an average 2,000 stubs each.

■ Cigarets, though, are considerably more expensive here than in America—and the German smoker probably spent as much money for his 1,265 cigarets as the Americans did for double that.

A particularly stunning campaign was that conceived by Markenwerbung Arie Van Der Plaat for Peer Export, a Brinkmann brand.

Headlined "Peer Export—a German Quality Cigarette for the World Market," the package was shown against the background of beautiful full-color photos of leading cities of the world: Copenhagen, Chicago, New York, Casablanca, Hamburg, Bangkok.

The campaign also used odd-size pages, running into one and a half pages of some of the weekly illustrateds. Brinkmann spent nearly $2,000,000 on this campaign, triple the 1959 expenditure for this brand.

Germany's Top 10 Advertisers

(Estimated by Advertising Age)

		1960	1959
1.	Unilever (Soaps, detergents, margarine, foods, cosmetics, toiletries, etc.)	$20,000,000	$14,000,000
2.	Henkel & Cie. (Soaps and detergents)	14,000,000	10,000,000
3.	Reemtsma (Tobacco products)	10,000,000	9,000,000
4.	British American Tobacco (Tobacco products)	8,000,000	6,000,000
5.	Brinkmann (Tobacco products)	6,000,000	3,000,000
6.	Beiersdorf (Pharmaceuticals)	3,000,000	3,000,000
7.	Hans Schwarzkopf (Toiletries—J. B. Williams)	2,500,000	1,500,000
8.	Joh. Jacobs (Coffee)	2,000,000	2,000,000
9.	Peter Pfenningsberg (Constructa appliances)	2,000,000	2,000,000
10.	Erdal (Household cleansers)	2,000,000	1,300,000

Top Ten German Agencies

1960 Billings

H. K. McCann	$22,000,000
J. Walter Thompson	14,500,000
Lintas	12,500,000
Hegemann	11,900,000
Troost	11,260,000
Carl Gabler	9,600,000
Heumann	9,000,000
Werbe-Gramm	7,950,000
William Wilkens	7,500,000
Westag	6,900,000

The Soft Soap Sell . . .

Second biggest advertising group in West Germany is the soap and detergent industry, which spent some $25,000,000 promoting its products in 1960.

Henkel & Cie. backed its brands with a $14,000,000 expenditure, up sharply from the $10,000,000 spent in 1959. Unilever's Sunlicht factory nearly doubled its soap and detergent advertising, spending some $10,000,000, compared with $6,000,000 the previous year. The Unilever budget was divided between its house agency, Lintas, and J. Walter Thompson.

These expenditures are expected to climb even more in the future, since Procter & Gamble is now putting up a new factory outside this city—and it will not be long before the Germans will be introduced to Tide. Young & Rubicam will be handling the P&G invasion.

■ One of the difficulties of advertising in Germany was illustrated by Henkel's Persil campaign (via Troost). Under German law, it's illegal to advertise one product as better than another. Henkel, with its new Persil 59, was allowed to say "the new more wonderful wash powder" and tell consumers it was "the best Persil ever offered." However, it could only compare its soap with its previous product, not with any of its competitors.

Following the washing agents in ad volume was the cosmetic industry, with an expenditure in excess of $20,000,000, and pharmaceuticals, promoted to the tune of $15,000,000.

Sidelights . . .

Proof that the German ad industry is changing came with the founding of a new group, Institutionelle Werbung of Frankfurt and Berlin, under the control of the Hanns W. Brose agency. Institutionelle Werbung is described as the first organization formed to present to the public "the idea and total outlook of an enterprise."

Institutional advertising on a large scale would be an innovation for Germany. It follows similar developments in France . . . An unusual campaign is in the works for Wiesbaden's Werbung agency. It has been retained for public relations and advertising on the West German Federal Statistical Office's part in the world census.

The campaign starts June 7, 1961, with a census theme, "Only one who is counted counts."

About 55,000,000 Germans will be questioned during one week for such details as name, birthplace, birth date, marital status, number of children, profession, ownership of house or property, refugee status, employed or not, pensioned, etc.

The roundup will be of significance to the ad industry in presenting a current picture of the German population and its buying power. The last census, in 1950, mainly dealt with war damage and covered 50,000,000 persons.

Werbung's campaign will utilize television, radio, newspapers and magazines. It has an unusual approach, including 15 census comic strips, each with three pictures, to be given to the newspapers.

■ Werbung may also take over another huge account this year, when H. J. Heinz breaks into the German advertising scene. Heinz was formerly distributed here by Charles Horsey Importers of Hamburg, who offered the made-in-England containers with English labels and a small stick-on label with German identification.

Now the Nadler company of Mannheim is taking over Heinz distribution in Germany. Heinz products will be made in Holland and sent to Germany via the free entry permitted under the Common Market agreements.

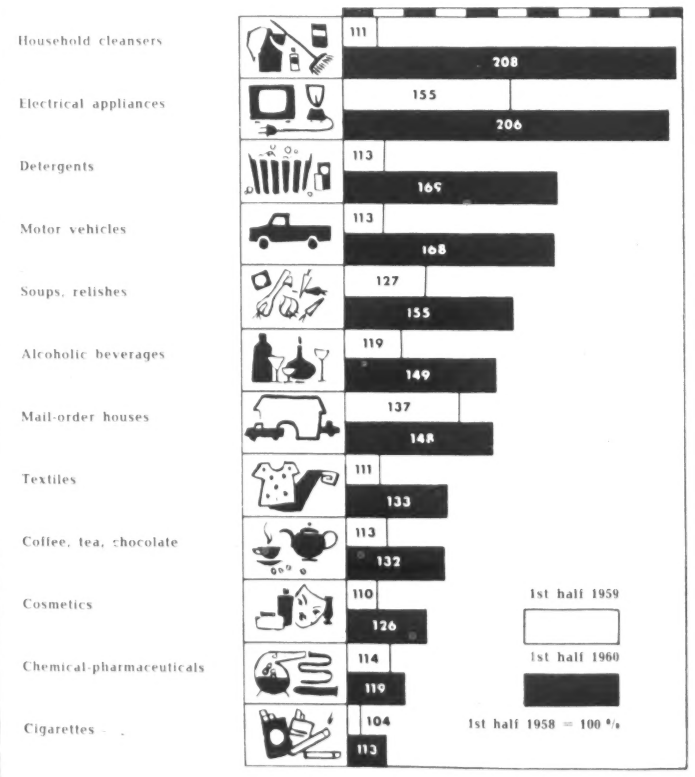
And German cooks will doctor the Heinz products to the local tastes.

As Ingolf Gerber, Werburg's public relations director, explained "Baked beans are eaten sweet in the U. S. and in England. Germans like a more piquant flavor."

Werbung, which already handles Nadler, hopes to get the Heinz account. But the competition is already in business. McCann started the Campbell soup campaign in Germany in January, with a slogan "So sollen Soupen Sein" (So Soups Should Be).

The Heinz campaign now running in Holland (via the Van

German Ad Boom



METEORIC RISE—*Chart prepared by Werbeagentur Hegemann shows dramatic increase in German ad expenditures over 1959-1960 period. Using expenditures in first half of 1958 as a 100 base, the chart compares expenditures for 12 product groups for comparable 1959 and 1960 periods. Gains ranged from 13% for cigarets to 108% for household cleansers.*

NEW YORK CITY'S
First new luxury hotel in thirty years

The SUMMIT marks a renaissance of the Arts of Hospitality. On Manhattan's smart East Side, the hotel has 800 rooms and suites, with such unique features as combination bar-refrigerators, private dressing rooms and a telephone in **both** bedroom and bath. There are three specialty restaurants: The Gaucho Room, La Casa del Café, and The Carioca Lounge . . . and an in-hotel garage . . . Rates start at Fourteen Dollars a day for single rooms . . . Eighteen Dollars a day for twin-bedded rooms.

the SUMMIT OF NEW YORK

EAST 51st STREET AT LEXINGTON AVENUE
PLaza 2-7000 • Robert Huyot, V. P. and Gen. Mgr.

LOEW'S HOTELS, INC • Preston Robert Tisch, Pres. • C. C. Philippe, Exec. V. P

Remove Along This Line For Your Files

SELLING TO WORLD MARKETS?

Blanket International Coverage Through the World's Largest Publishing Group

REGIONAL PUBLICATIONS

UNITED KINGDOM

Newspapers:

Daily Mirror	ABC 4,565,327
Sunday Pictorial	ABC 5,275,312

Magazines:

Woman	ABC 3,008,409
Woman's Own	ABC 2,222,580
Woman's Realm	ABC 1,308,441
Woman's Mirror	ABC 1,468,000
Woman's Weekly	CNS 1,459,610
Woman and Beauty	CNS 141,523
Woman and Home	CNS 703,098
Woman's Companion	CNS 189,948
Woman's Illustrated	CNS 724,690
Woman's Journal	CNS 265,911

WEST AFRICA

Newspapers:

Nigerian Daily Times	112,580
Nigerian Sunday Times	140,029
Ghana Daily Graphic	80,304
Ghana Sunday Mirror	69,486
Ghana Junior Graphic	15,658
Sierra Leone Daily Mail	10,134

Magazines:

West Africa (weekly)	5,000
West African Review (monthly)	8,000

BRITISH GUIANA

Newspapers:

Guiana Graphic	13,184

On March 1, 1961 the (London) Daily Mirror Publishing Group and Odhams Press, Ltd., merged.

The New York Times reported: "The merger of these two great publishing concerns has brought into being what is believed to be the world's biggest newspaper and magazine empire, both in total assets and the number of its publications." The New York office of Thomas Skinner & Co. (Publishers) Ltd. provides United States advertisers and their agencies with a direct link to this vast overseas media group. A partial list of publications is shown on this page.

INTERNATIONAL PUBLICATIONS

AVIATION
FLIGHT—Weekly
AIRCRAFT PRODUCTION—Monthly

ELECTRONICS, RADIO & ELECTRICITY
WIRELESS WORLD—Monthly
ELECTRONIC TECHNOLOGY—Monthly
ELECTRICAL REVIEW—Weekly
WIRELESS & ELECTRICAL TRADER—Weekly

PLASTICS & METALLURGY
BRITISH PLASTICS—Monthly
INTERNATIONAL PLASTICS ENGINEERING—Monthly
IRON & STEEL—Monthly
METAL INDUSTRY—Weekly

ENGINEERING
MECHANICAL HANDLING—Monthly
MATERIALS HANDLING NEWS—Monthly
WELDING & METAL FABRICATION—Monthly
MACHINE SHOP MAGAZINE—Monthly

PROFESSIONAL
ARCHITECT & BUILDING NEWS—Weekly
NURSING MIRROR—Weekly

AUTOMOBILE ENGINEERING & ROAD TRANSPORT
MOTOR TRANSPORT—Weekly
AUTOMOBILE ENGINEER—Monthly
BUS & COACH—Monthly

MOTORING & MOTOR CYCLING
THE AUTOCAR—Weekly
THE MOTOR CYCLE—Weekly

SPECIALIZED INTERESTS
AMATEUR PHOTOGRAPHER—Weekly
YACHTING WORLD—Monthly
DATA PROCESSING—Quarterly

FINANCIAL
BANKERS' ALMANAC & YEAR BOOK—Annually
THE STOCK EXCHANGE GAZETTE—Weekly
STOCK EXCHANGE OFFICIAL YEAR BOOK—Annually
DIRECTORY OF DIRECTORS (U.K.)—Annually

TRANSPORTATION
ABC WORLD AIRWAYS GUIDE—Monthly
ABC SHIPPING GUIDE—Bi-monthly
ABC AIR CARGO GUIDE—Monthly

EXPORT — IMPORT
WEST INDIES & CARIBBEAN YEAR BOOK—Annually

TEXTILE
SKINNER'S COTTON TRADE DIRECTORY—Annually
SKINNER'S WOOL TRADE DIRECTORY—Annually
SKINNER'S SILK & RAYON RECORD—Monthly
WOOL RECORD & TEXTILE WORLD—Weekly

Remove Along This Line For Your Files

U. S. SERVICES INCLUDE:

New York office and representatives in Los Angeles and San Francisco • complete facts and figures for all publications • sample copies on request • country by country breakdowns • circulation audits • readership information • general market information • dollar billing and full agency commissions • air shipment of plates • gratis typesetting • cable service for space reservations, etc.

THOMAS SKINNER & COMPANY, LTD.
PUBLISHERS

NEW YORK Thomas Skinner & Co. (Pub.) Ltd. 111 Broadway
New York 6, N. Y. DIgby 9-1197

SAN FRANCISCO Duncan A. Scott Int'l. 85 Post Street
San Francisco 4, Calif. GArfield 1-7950

LOS ANGELES Duncan A. Scott Int'l. 1901 West 8th Street
Los Angeles 57, Calif. DUnkirk 8-4151

CANADA Thomas Skinner & Co. (Pub.) Ltd. 18 Rideau Street
Ottawa, Canada CEntral 4-5433

BOLD—*One way to overcome language difficulties in Europe is to use a trademark which communicates an idea without words. This British Petroleum poster, produced by Advertising International, Brussels, does it in the French and Flemish sections of Belgium.*

Vleuten agency) also uses a repeated vowel . . . "Heinz in Hause Herrlich" and "Heinz hilft Haushalter" (Heinz in the House Is Deelightful—and Heinz Helps the Housekeeper).

"There are two mentalities in advertising in Germany," Mr. Gerber explained. "The old conservative solid German approach, and the more imaginative and fanciful American approach.

"The latter includes the supermarkets, the self-service stores, the high-style clothes, the use of bright colors, the emancipation of women—all being increasingly popularized in Germany."

In discussing ads which appeal to both groups, he cited the Henkell champagne account, which Werbung has handled since 1930.

The trademark continues to be the distinguished white-haired gentleman in tails, with immaculate moustache, champagne glass in hand. Recently a more modern glass was shoved into the hands of the old gentleman, and a newer approach, still using the trademark of the grand signor of the old school, shows a young couple sharing a bottle as they watch a fashion show, or drinking after tennis.

■ Other major differences in German and American advertising, though, were noted by Don Cunningham, head of Foote, Cone & Belding in Germany. The agency, which placed its first ads in Germany in January, 1960, and then had 12 employes, now has 26. It recently added the Kali-Chemie and Gueldenring cigaret accounts.

"There's a sort of pseudo-mystical difference between advertising in America and in Germany," Mr. Cunningham commented. "There is a lot of highly inarticulate stuff on the subject from the Germans who want to be experts.

"The law, of course, is stricter here in preventing superlatives or comparisons that could be injurious to a competitor. It increases the level of believability, but sometimes inhibits a reasonable description of a product."

For instance, Remington razors (Y&R) were not permitted to advertise in Germany that their razor has the "largest shaving surface" even though it's true, since such a claim might injure a competitor.

■ Also, he noted, "Of course the language is different—and it's roughly 50% longer to phrase the same ad in German."

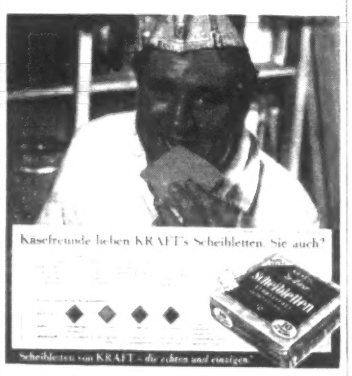
Since the German vocabulary is smaller than the rich American dictionary, it takes more words to say as much, he explained.

"The level of reproduction is different and often the quality is bad here," Mr. Cunningham commented.

"For instance, half-tone is often risky, so you go to a scrape board or a line drawing technique. That makes many ads look old-fashioned.

"Ability to duplicate the original art for the various publications that need it is not sufficiently good, so it's often necessary to supply original art to each. An agency might supply five slightly different photos to five different publications—and only one of them may be that one-in-a-thousand shot with exactly the right expression."

And while there's comparatively less advertising per consumer in Germany than in the States, Mr. Cunningham concluded, "Already some of the people are starting to complain that they're exposed to too much of it."



OLD HAND—*They said processed cheese would never sell in Europe but Kraft Foods is doing handsomely in Germany. J. Walter Thompson is the agency.*

TV Growth Ahead?

All the ad agencies, the harried clients and the country's close to 5,000,000 television set owners are hoping that the long-waited second television channel will finally come into being.

Background of the lengthy second channel fight is that the seven states of West Germany and the federal government have long been squabbling over who should operate the second channel. Last summer, West German Chancellor Konrad Adenauer took matters in hand by setting up, on paper, a second channel—to be run by the feds, of course. The states cried "illegal" and brought the matter before the federal court in Karlsruhe, which "outlawed" the federal system.

Meanwhile, the West German government had underwritten a television production company, whose fate is now pending. And the various states are getting ready to start their own separate second channels, with no word yet as to exactly when they'll get into operation, and, even more appalling to the agencies, no word of the commercial status.

■ The sole channel now in existence—with time split among the seven states—is so completely sold out that in heavily industrial areas like the Ruhr, there is a 300% backlog of requests for time.

Some agencies which asked for as few as 10 spots got only two, others got 60% of what they asked, and some—representing cigaret accounts for Haus Neuerburg, for instance—pooled their requests. But, as Don Cunningham said, "We got so few spots for Gueldenring that we relinquished them. Our average was so low that we felt it might benefit another account more to give them our allowance."

■ Right now, it's possible to buy only a scant 27 hours of commercials during a month—less than an hour of commercial time per day. The spots range from 20 seconds to 60 seconds, so that 4,000 spots are crammed into that brief 27 hours monthly—not all viewable throughout West Germany, though, since the spots are divided among the seven stations.

Last September 1, the agencies and clients started requesting the 1961 television spots in this tight sellers' market. Summer of 1961 was only about 200% overbooked, according to television officials, while the tightest time is the pre-Christmas season.

■ Generally, the stations spot the commercials for five minutes around 7:25 p.m. and then again for the last three minutes before 8 p.m. at the back and front of a program loosely titled, "Between Half and Eight."

Hessischer Rundfunk in Frankfurt is also offering commercials for a news program titled, "Hessenschau," sandwiching them in from 7 to 7:20 p.m.

In the period between the 7:25 and 8 p.m. ads, it's often an American television show dubbed deutsche, like "Father Knows Best" or "Test Pilot." But the advertisers, who are mighty lucky to be permitted in, have no control over the program at all.

In fact, it's just the opposite, with the stations having the final say about the spots. Since the commercials coincide with dinner time, deodorants or stomach upset pills or hangover cures are considered unsavory, and such products thus never get onto the screen.

■ The most heavily advertised product on tv is 4711 cologne and perfume products, which, a recent study showed, wound up with an "astounding" 36 minutes of commercials on the seven stations within a month. Next came 32 minutes for Super Sunil soap, 26 minutes for Persil, 25 minutes for Lux and 21 for Coca-Cola.

Cigarets get the next bulk of time, with Peer Export having 21 minutes, Ernte 23, Peter Stuyvesant 21; and then came the electric and household equipment, Braun with 21 minutes, Siemens on for 19, Hoover 16 and AEG 18. Mail order catalog firms and German brandies came next.

■ It is estimated that making a minute advertising film for German television costs an average of about $2,000, plus $25 apiece for the copies required for the seven outlets.

If an agency gets the time, it costs about $11,000 to place the minute commercial on all seven stations. And since the channel claims an audience of 2,600,000 people at any one time—about half of the set owners—it's figured that showing a spot once costs about $2.50 per 1,000 viewers.

There's no word yet as to what that second channel is going to offer—but the agencies and clients are hoping that plenty of commercials will be allowed—and soon. #

Australia Hikes Ad Spending 20% to $325,000,000

Newspapers, Magazines Top Media; Television Overtakes Radio

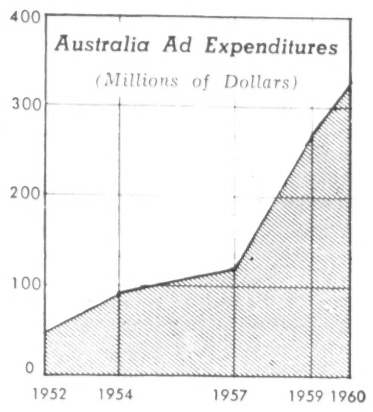
By Leonard Blanket

SYDNEY, April 12—Informed sources in Australian advertising estimate the total expenditure in all media during 1960 at $325,000,000, a whopping 20% increase over the $270,000,000 estimated for 1959.

A Victoria seminar on media, sponsored by the Australian Assn. of Advertising Agencies, was told that the 1959 expenditure was 2.3% of the national income.

Newspapers and magazines take about half of these expenditures. Television, which has now passed radio as the No. 2 medium, takes 9%. The television industry expects its advertising revenue to mount to nearly $40,000,000 this year.

REVLON DOWN UNDER—*Revlon, which has invaded the Australian market, is using the same high-fashion appeal that has scored so heavily for it in the U. S. Berry Currie Hawkins placed this Love Pat space, using prototype material shipped by Revlon-New York.*



1960 Media Share: Newspapers and Magazines 50%, Tv 9%, Radio 8%.

■ Figures on the amounts spent by individual advertisers are hard to come by in Australia. They are simply not published. However, the ten companies listed below would rank high among the leading national advertisers. It can be safely assumed that each spends in excess of $1,000,000 a year.

These ten—and their agencies:

Unilever—Soaps, detergents and food products. Easily the largest advertiser in Australia, with an expenditure well over $3,000,000, channeled through its house agency, Lintas, and J. Walter Thompson.

Colgate-Palmolive—Soaps, detergents and toiletries. Probably second to Unilever. Advertising handled by George Patterson.

BP Australia—Gasoline and lubricants. Agency: Carden Advertising.

Beecham—Hair preparations (Brylcreem) and drugs. Divided among three agencies: Nichols-Cumming, Claude Mooney and United Service Publicity-Benson.

Nestle—Chocolate, coffee, milk and soups. Handled by Hansen Rubensohn-McCann Erickson and Goldberg Advertising.

Rothmans of Pall Mall—Cigarets. Jackson Wain Advertising is the sole agency.

Shell Oil—Gasoline and lubricants. Serviced by United Service Publicity-Benson.

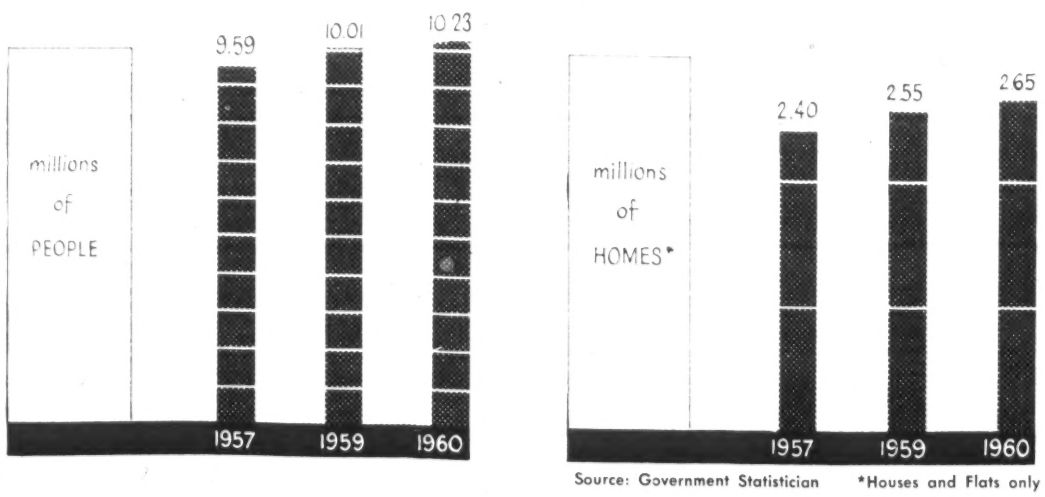
W. D. & H. O. Wills—Cigarets and tobacco. Brands split among six agencies: Berry Currie Hawkins, Lintas, George Patterson, Hansen Rubensohn-McCann Erickson, J. Walter Thompson and Briggs, Canny, James & Paramor.

Samuel Taylor—Insecticides, detergents and hair preparations. Agency: Hansen Rubensohn-McCann Erickson.

Vincent Chemical—Probably the largest single radio and outdoor advertiser of one line—headache powders and tablets. Uses a house

(Continued on Page 104)

Australia: Total Consumer Market . . . March, Each Year



Source: Government Statistician *Houses and Flats only

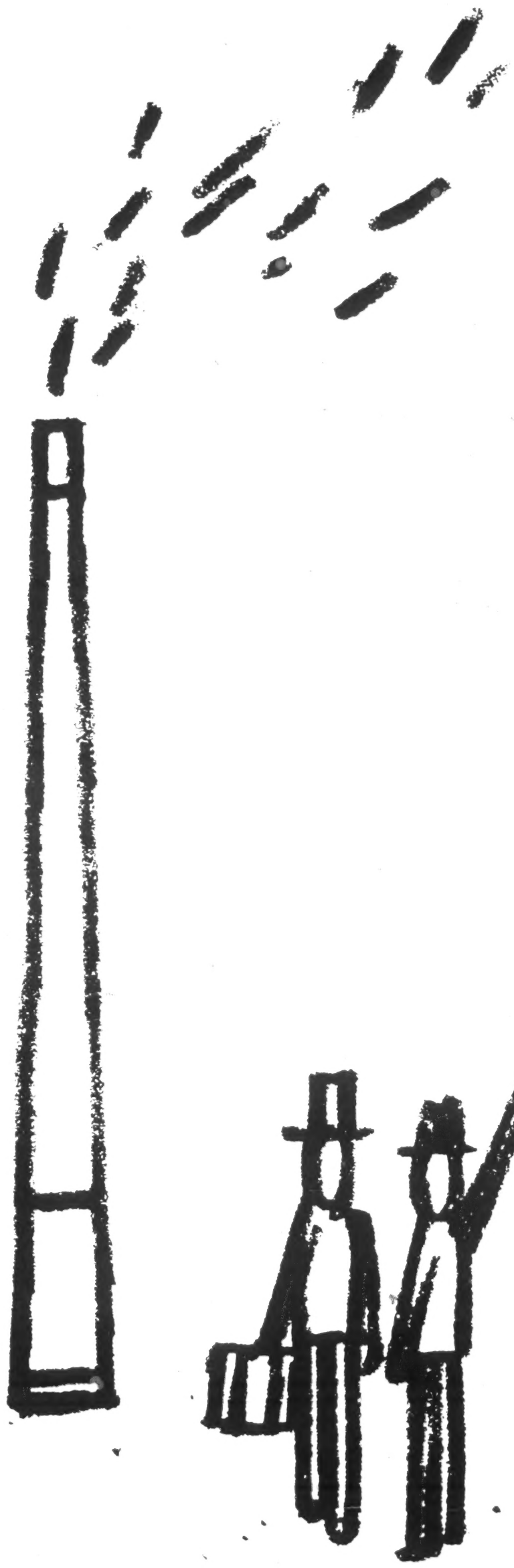
Eying the European market?

Whatever you're selling . . . there's a bright new market of people in a buying mood waiting for you in prosperous Western Europe.

Steer a straight course for sales action in Europe's newest marketplace: The New York Times International Edition now with a net circulation of 33,000 . . . published every weekday morning in Paris . . . bringing readers in Europe today's New York Times on the same day Americans are reading their New York Times.

For more information, write or call International Edition Advertising Department, The New York Times, Times Square 36, N. Y., LA 4-1000, exts. 428, 783, 8345 or 780 . . . or call your local New York Times representative.

The New York Times
INTERNATIONAL EDITION
Today's New York Times in Europe Today



agency, Cambridge Advertising.

■ Also high among national advertisers are the Reckitt & Colman group, using 11 agencies headed by JWT, George Patterson, A. N. White and Arthur Smyth & Sons, marketing mainly household cleaning lines and polishes, and the rapidly-expanding local biscuit company, Arnott's, handled by George Patterson.

■ Here are companies which television, press and radio sources estimate to be leading national spenders in their media:

• *Television:* Unilever, W. D. & H. O. Wills, Colgate-Palmolive, Nestle, Rothmans, Samuel Taylor, Shell Oil, Reckitt & Colman, Beecham, Coca-Cola, Victa Consolidated Industries, Arnott's Biscuits, Johnson & Johnson and Sterling Pharmaceuticals.

• *Radio:* Vincent Chemical, Colgate-Palmolive, Unilever, Commonwealth Bank of Australia, Nestle, Johnson & Johnson, Bushell's (tea and coffee), W. D. & H. O. Wills, Reckitt & Colman, plus oil companies such as W. W. Wakefield (Castrol), BP Australia and Vacuum Oil.

• *Print:* The research departments of two leading publishing houses—Consolidated Press and the *Daily Mirror* group—compiled for Advertising Age a lineup of leading advertisers in their publications.

The *Daily Mirror* reported the following companies to be the top advertisers in the No. 1 State market of New South Wales: Ansett-ANA (domestic airline), Amalgamated Wireless (tv, radio receivers), Hoover (vacuum cleaners, washing machines), HMV (tv, radio, records), General Motors-Holden (automobiles), Qantas (international airline), Rothmans, Goodyear and Ford.

Consolidated Press, which publishes the country's leading women's magazine, *Australian Women's Weekly*, gave this list: Unilever, Arnott's, Kraft Foods, Johnson & Johnson, Kellogg, Nestle, Bushell's, Westinghouse, Sunbeam, Bonds Industries (underwear), Holeproof, Rothmans, Shell Oil and General Motors-Holden.

Consolidated also compiled this list of leading retail advertisers in Sydney, each spending in excess of $225,000 a year: Eric Anderson Appliance Stores, Bebarfalds, Coles, Farmer's, Mark Foys, David Jones, Goodwins, Grace Bros., Anthony Horderns, Inglis Electrix, Macdowells, Snows, Waltons and Woolworth.

In Melbourne, stores spending more than $90,000 annually include: Maples, London Stores, Ball & Welch, Steele & Co., Peter Kaye and Woolworth. #

BIG SWITCH—*Surprise in French advertising at end of 1960 was news that the big Bic pen account had moved from Agence Francaise de Propagande (a leading Paris agency) to a small shop, Publicite Landault, which is using Savignac art in 1961 European-wide campaign.*

TOP AUSSIE AD CHIEFS—*Grouped around the table (l. to r.) is the federal executive board of the Australian Assn. of National Advertisers: John H. Bowden, fulltime AANA director; K. W. Howitt, Reckitt & Colman; F. V. Curtis, Ranleigh Ware; Malcolm C. Goldfinch, Remington Rand; W. T. Richards, Nicholas Pty. Ltd.; N. Snashall, Lever Bros.; B. Heafey, Besley & Pike; E. H. Evans, Imperial Chemical Industries; and John L. Kemp, Taubman's Industries and current AANA president.*

AANA Admen Are 'Fustest with Mostest' —Spend $2,225,000 Weekly Down Under

Sydney, April 11—One of the striking developments of the Australian advertising world has been the rise to power and great prestige of the 262-member Australian Assn. of National Advertisers.

Now in its 33rd year, the AANA's membership comprises most of the country's largest consumer and durable product manufacturers and certainly almost all of its top advertisers.

The association estimated at its last convention that its members spend $2,225,000 a week on advertising and publicity and control 80% of the country's entire national advertising budget.

■ Its current president is John L. Kemp, advertising manager of the important British-controlled Taubman's Paint group of companies.

Secretariat (with branches or representatives in all States) is headed by the AANA's fulltime director, John H. Bowden, a highly-regarded administrator.

Past presidents have included the advertising chiefs of local companies from such American parentage as Atlantic Union Oil (Esso), Lambert Pharmacal Co., Johnson & Johnson, General Motors, Jantzen and H. J. Heinz, to name a few.

Indeed, a glance through the AANA's membership list turns up Australian offshoots of American companies in practically every field. They have provided some of the most outstanding AANA personalities.

■ The AANA was born on Oct. 18, 1928, following a meeting in Sydney of 12 representatives of national advertisers (all of which are still members).

Newspapers at that time had a strong organization known as the Australian Newspapers Conference. Agencies did not then have a federal body but were represented by individual associations in each state.

Jack G. Lee of Atlantic-Esso, who retired last December, recalled: "Circulations were whatever any publisher cared to claim, with the exception of two or three newspapers which regularly published audited figures.

"There were certain rules and regulations for the accreditation of advertising agencies, but these had been drawn up by publishers and were not, in our opinion, sufficiently wide to protect the interests of advertisers.

"At the inaugural meeting we decided to form an association, and a special committee was appointed to go into the matter and place a concrete working scheme before a further meeting."

■ Today the AANA's voice is listened to with respect and attention by Australian media bodies and by the Australian Assn. of Advertising Agencies. It is also recognized and accepted by business as an important and powerful association.

Its policy, similar to that of the American Assn. of National Advertisers, is to:

• Promote the more effective and profitable uses of advertising as a tool of selling.

• Promote a better understanding of the use of advertising as a tool of management.

• Protect the interests of national advertisers and to serve their collective needs.

• Preserve the right to use advertising freely as a basic function of Australian enterprise.

■ In 1932, the AANA formed the Australian Audit Bureau of Circulations, which today has more than 700 members throughout the country.

It was primarily also through the efforts of the AANA that agency commissions were standardized at 10% for the metropolitan press throughout the country. In the early days, newspapers in the State of Victoria paid only 2½% commissions, while some publications in New South Wales paid 15%.

Until about seven years ago, an advertiser whose agency defaulted in the payment of his accounts with the press was likely to be called on to pay the account, even though he had previously paid his agency.

The AANA pressed newspapers to give protection to advertisers so that the agency, and not the advertiser, was liable for payment.

This has now been achieved, not only with press, but also with radio and television.

In 1945, the association successfully persuaded the federal government to reduce the sales tax on printed material from 25% to 12½%, resulting in a saving of $270,000 a year alone to national advertisers.

■ Other important aspects of its service to members have been:

• Affiliations with advertising associations in Britain, America, Canada, New Zealand, South Africa, Belgium, Ireland, India and a number of other countries. Members visiting these countries get letters of introduction which give them entree to the advertising industry throughout the world.

• It surveyed the practices by newspapers of continually running special supplements. AANA member companies indicated opposition to newspaper supplements of all kinds.

• Other committees have dealt with direct mail advertising, collection and dissemination of market data and formation of the business paper Circulations Audit Board, which became necessary with the growth of controlled and paid circulation books.

• Another AANA function is to watch local government regulations on the use of outdoor advertising. In the past year it has fought restrictive regulations affecting many aspects of advertising.

In dealings with the press, the AANA has not hesitated to act collectively in advertisers' interests, and is constantly examining the relative values of competitive media.

It recently agreed to seek, as a principle, at least three months' notice of rate increases from media and has made these views known to the organizations representing media.

In market research, the AANA has frequently initiated major projects. Lately, with the Australian Assn. of Advertising Agencies, it played an important part in fostering the provision of monthly statistics covering advertisers' expenditures in metropolitan radio.

The 1960-'61 program of activity includes some of the most important projects it has undertaken in recent years.

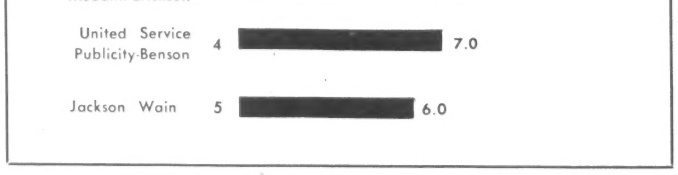
Late last year its incoming federal council decided to appoint a special committee of senior members to examine and recommend on minimum standards and service which national advertisers should accept from their agencies.

The interest shown by all advertisers in this particular subject, in view of the enormous growth of agency services to their clients, will make the review one of outstanding importance to advertisers this year.

Closely connected with the agency service project will be an examination of the house agency question. #

Top Five Australian Agencies

(Billings in Millions of Dollars)



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DIE WELT's circulation of nearly 300 000 copies reaches the most influential people — your potential customers throughout Western Germany

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How Big Ten Spend Ad Money Overseas

(Continued from Page 81)

seas business from four others (Colgate, Sterling, Corn Products and General Motors).

JWT has Pepsi-Cola business overseas and is the major international agency for Ford.

In the second tier of companies, JWT services Kellogg, Pan American, Chesebrough-Pond's and Eastman Kodak. McCann has overseas business from Goodyear and Gillette.

Overseas operations of the leading international advertisers in the U.S. are summarized in the following "marketing profiles":

Coca-Cola Co.

Coca-Cola is currently being sold by 687 bottlers in 112 countries, an increase of 30 in 1959 and 30 in 1960. With the completion of 18 new plants now under construction, overseas bottlers will total more than half of U.S. bottlers. Coca-Cola concentrate is produced in 24 plants abroad.

In 1959, the company reported profits of $33,581,879 on a volume of $342,257,378. Although Coca-Cola doesn't reveal international sales figures, it's estimated that 40% of profits and 35% of sales come from overseas operations. In 1960, Coke's net profits were incorporated with those of Minute Maid Corp., a new Coca-Cola subsidiary. Profits were $39,341,319 on a volume of $501,986,613.

Industry sources peg the size of Coke's international ad budget at about $35,000,000, including bottler expenditures. About 30% goes for point-of-sale material, such as metal signs and inside lithography, and another 30% is spent for print advertising. Cinema, spectacular signs, transportation advertising and "some broadcasting where they can use it" make up the rest of the Coke budget.

Who's Right—Pepsi or Coke?

When an official at Coca-Cola was told that Pepsi-Cola estimated its overseas ad budget at $20,000,000 a year, he confided: "They're padding it by 40%—and that's a conservative estimate."

■ Coca-Cola Export Corp. reports that overseas bottlers spend half what the export company spends for advertising and promotion. Beside shelling out from 50% to 90% for co-op advertising "of certain items" (spent "early in the game to help the guy get started"), Coca-Cola Export also advertises in *Life International*, *Life en Espanol* and *Hablemos*, a weekly supplement in Latin America.

The Coca-Cola Export Corp. is a de-centralized operation, the company says, with most bottlers owning their own plants. The parent company provides assistance and guidance in putting up signs and planning campaigns, and it establishes bottling plants in new markets. After the "image" of Coke gets a foothold, the company sells out to local business men. Coca-Cola Export admits it owns "a few" plants, but emphasizes the arrangement is a "temporary thing."

■ The Coke market is divided into ten areas, each with a resident vp in charge. In all, the areas have 27 regions, each with a resident manager. Heading Coke's export ad operations in New York is Joseph W. Rintelen. Robert N. Crane is export ad manager.

Coke, like Pepsi, does the greatest chunk of its overseas business in Latin America. There, sales in Mexico are highest. In Europe, Germany produces the biggest volume for Coke. The company singles out Japan as "a great potential market." The Japanese government recently lifted import restriction on foreign soft drinks, and McCann-Erickson, Coke's principal agency overseas, heralded the move by opening McCann-Erickson-Hakuhodo in Tokyo.

■ Other Coke agencies are Die Werbe g.m.b.h. in Germany; Erwin Wasey, Ruthrauff & Ryan Ltd. in England; Pubblicita Internazionale s.r.l. in Italy; Reclame-Adviesbureau Moussault in Holland; Allmaunna Annonsbyran in Sweden; and Clarin Publicidad e Iniciatizas S.A. in Spain.

STANDARD—*The product: Lux. The place: France. The message: The same as always, "9 out of 10 movie stars . . . " The agency (as usual): J. Walter Thompson.*

Colgate-Palmolive Co.

Colgate-Palmolive Co. ended 1960 with profits of $21,183,000, of which about $16,167,000, or 75%, represented earnings of Colgate subsidiaries in 42 countries outside the U.S. Foreign ad expenditures are estimated at $55,000,000.

Colgate's biggest markets are in Latin America and Europe, where the company does two-thirds of its international business. In 1959, foreign income was about the same as in 1961, but domestic income fell 50%.

Colgate manufactures locally whenever potential volume warrants it. In Thailand, for example, the people are "fantastically well off," with more than 90% owning their own land. In that country, Fab is a big seller. The company has also established detergent factories in Malaya and Hong Kong.

Because of the vast number of products Colgate sells, the company sometimes markets the same product under different names and different products under the same name. For instance, Fab is called Ola in Italy; in Britain, Ola is a liquid detergent.

To indicate the size of the Colgate operation, the company was making 300 different products in Cuba when Castro nationalized the economy. In France, Colgate markets five brands of toilet soap and in England it sells three.

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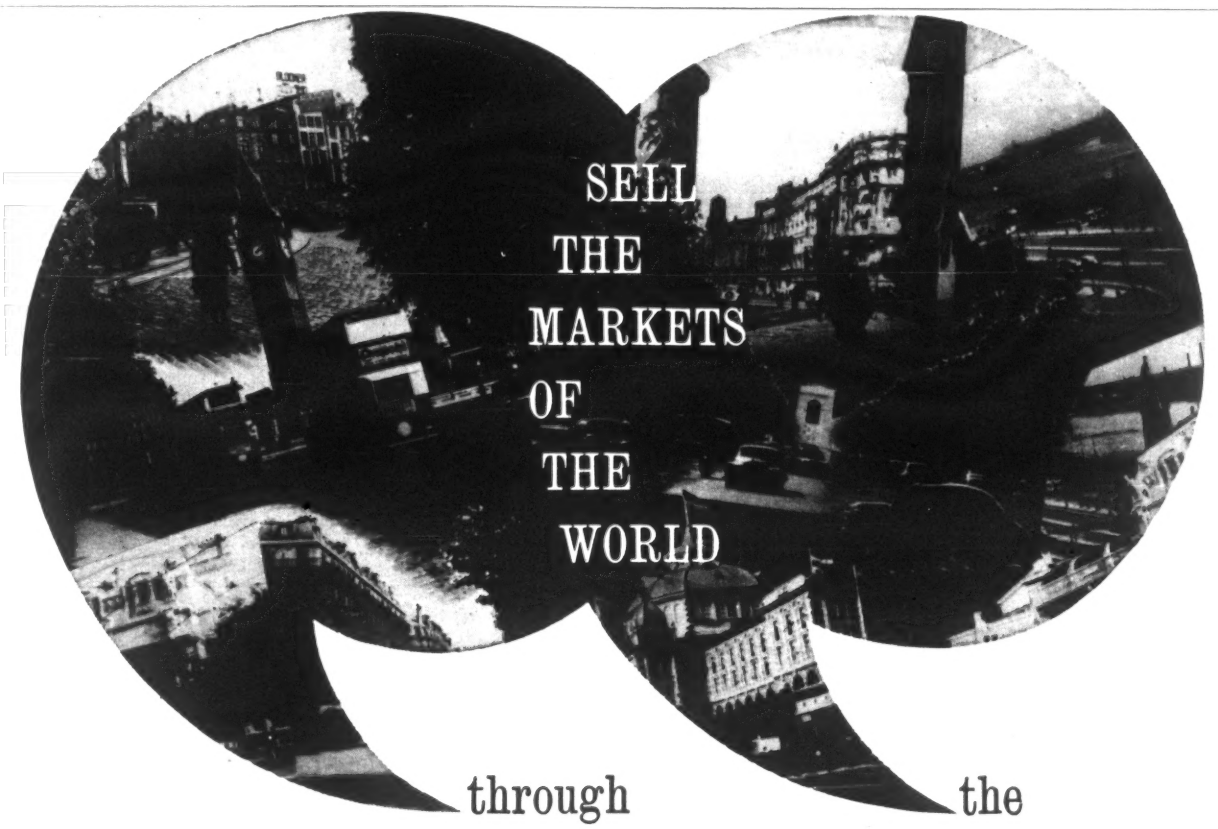


through the

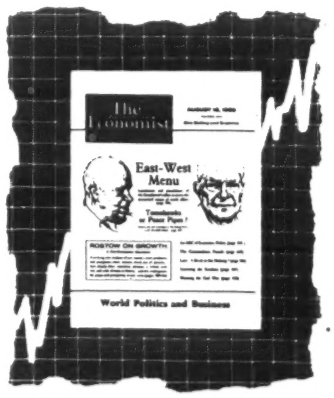
"world's most quoted journal"...

The Economist

Foreign sales more often than not depend on a "yes" from the men at the top. That's why it's important to know that no international publication has earned greater respect from this select group of decision-makers than The Economist.

In every area of interest to top businessmen – politics, world affairs, industry, finance – The Economist probes, analyzes, and unflinchingly comments. Not one to pander to the popular, The Economist appeals uniquely to people of high intelligence, initiative and influence . . . the inner circle that's hardest to reach, most important to sway.

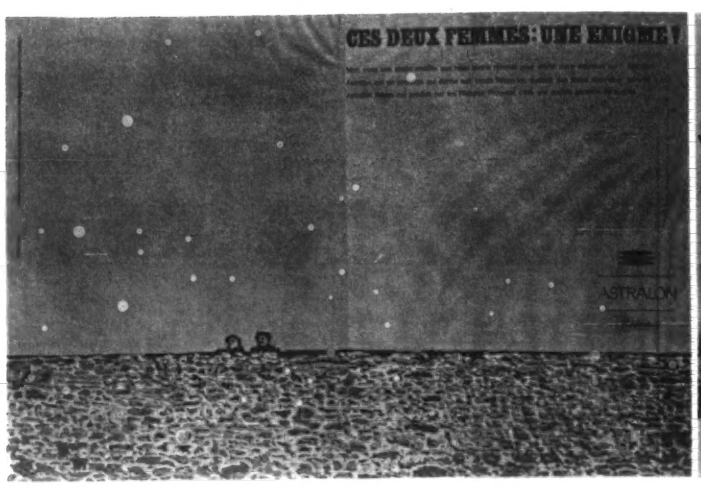
Your firm and products travel in good company in the pages of The Economist. We'll be glad to send you a list of American advertisers, a circulation analysis by country, and a revealing reader survey.



...*weekly magazine of opinion*

Published in Britain...read throughout the world

Represented in the United States by **The Robert T. Kenyon Company,** *527 Madison Avenue, New York 22, N. Y.*



CREATION SNIP—*"New look" in French advertising comes from SNIP, creative house agency for Prouvost textile company (same Prouvost family that publishes the two largest magazines in France, Paris-Match and Marie-Claire). In Astralon spread at left, "These Two Women: A Mystery?" copy says frankly that this off-beat photograph was composed simply to attract attention to Astralon fabric. At the right, two successive right-hand pages say, whether you're "gourmande" and eat heartily or "au regime" and eat very lightly, your taste will go for Dralon, a synthetic fibre from the Bayer chemical house, Germany.*

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Colgate uses tv in 16 countries, of which England, Italy and Canada are the biggest users. South America is the biggest user of radio, with five hours of Colgate-sponsored programs on Mexican radio alone every day. The company sponsors one hour a day of tv in Mexico. Use of print media is biggest in Australia, South Africa and Europe, where literacy rates are highest.

Palmolive soap and Colgate toothpaste are the two Colgate products that are sold everywhere, although they appear in different wrappers. Other Colgate products include shampoos, toilet soaps, insecticides, cleansers, hand lotions, deodorants, soap pads, hair preparations and lipsticks.

■ The company estimates that it advertises about equally in Europe and the Western Hemisphere, excluding the U.S. In Asia and the Far East, the company reports, no particular rivalry has developed between Colgate and Procter & Gamble because both companies are "striving for a relatively small, growing market." Colgate says it's "as strong as anybody" in South America, even after taking into consideration P&G and Unilever.

In Latin America, Colgate concentrates heavily on radio, with its own staff doing audience research.

No one independent agency has the major share of the Colgate international business. Colgate's house agencies, known as Palmex in some countries, handle the bulk of Colgate's $20,000,000 advertising appropriation in Latin America. D'Arcy Advertising has a piece of the business in Mexico, International Advertising has the entire account in Argentina and three shops—McCann-Erickson, Grant Advertising and Publicidad Novas—share the billings in Venezuela.

■ Grant handles the entire Colgate account in South Africa, India and Thailand.

In Europe, where Colgate is spending an estimated $20,000,000, a number of agencies divide the business. McCann lost its Colgate accounts in Britain last year and the business there is now divided between Masius & Fergusson and Hobson, Bates & Co. In France, Publicis and Sodico (McCann's French arm) share the account; in Italy, McCann, Omnia and CPV Italiana are Colgate agencies; in Germany, Masius & Fergusson, Markenwerbung and Rolf Ruhle share the account.

Colgate's big Australian subsidiary is handled by George Patterson Pty.

Corn Products Co.

Corn Products Co. has the largest international operation of any U.S. food company. In 1960, sales outside the U.S. totaled $249,500,000, representing about 35% of total volume; foreign operations produced nearly $16,000,000 of profits, representing about 40% of total net income.

Corn Products is pushing ahead strongly in the international sector. William T. Brady, chairman, has stated his belief that the era of the "international brand" is approaching.

As a result, CP is marketing brands across national borders. Mazola margarine was introduced last year in Britain and Germany, and Mazola is also being marketed now in Argentina, Brazil, Colombia and Mexico. In each case, the product is being manufactured locally.

■ CP brands are also being imported into the U.S. Knorr soups, the leading soup line in Europe, are now being introduced in the U.S. The Knorr line has also been successfully introduced in Argentina.

In Mexico, CP introduced Hellmann's mayonnaise and test marketed Skippy peanut butter last year. Niagara laundry starch was marketed in Belgium.

Overseas advertising expenditures, increased sharply last year, totaled about $15,000,000, the bulk of which was spent in Europe, where the company does more than half of its international volume.

■ Corn Products is strongly entrenched abroad. It has manufacturing facilities in 20 countries and last year began construction of new plants in Japan, the Philippines, Uruguay and Brazil.

Many U.S. food companies—Campbell Soup and General Mills, for example—are just beginning to expand internationally. They have substantial capital commitments to make. CP has these initial capital investments behind it. It established its first foreign manufacturing operation—in Germany—in 1919. It formed a French company in 1920 and in that same year it acquired a majority interest in its British company, Brown & Polson. An Italian company was acquired in 1926 and a Dutch company in 1927.

■ C. H. Knorr, German-based soup manufacturer, was acquired in 1957.

What CP management calls a "food revolution" is now sweeping Europe. This involves greater demand for convenience and better-quality foods. Up to now, CP's major consumer product in Europe has been Maizena, a packaged corn starch (marketed in England as Brown & Polson's Patent Corn Flour). This provided families with a cheap carbohydrate.

■ Although CP believes in the "international brand," it apparently does not believe in the international corporate image. The CP companies abroad have local corporate names—such as Brown & Polson in England—and no effort is made to identify them as part of the Corn Products family.

Nor does CP believe in the international agency concept. Local companies select their own agencies and no one agency has anywhere near a monopoly of the business. McCann-Erickson does have different pieces of the business in several countries. In Germany, where CP probably has its largest overseas ad budget, business is placed directly with media.

■ Corn Products places its export advertising through Foreign Advertising & Service Bureau, New York.

A major step was taken last year with the establishment of an international market service group in Zurich. This unit was set up to serve all the CP affiliates with marketing services.

Ford Motor Co.

Ford Motor Co. racked up record international sales in 1960. While domestic sales were down, volume outside the U.S. mounted to $1,808,000,000, from $1,583,000,000 in 1959.

The foreign market for cars and trucks has expanded appreciably in the past decade:

In 1950, some 2,200,000 cars and trucks were sold by all manufacturers outside the U.S.—and Ford accounted for more than 15% of this output with sales of 236,000 passenger cars and 128,000 commercial vehicles.

In 1960, some 6,300,000 cars and trucks were sold abroad—and Ford accounted for a little less than 15% of this volume with sales of 662,000 passenger cars and 201,000 trucks.

■ Ford has 36 foreign subsidiaries. The principal ones are Ford of England, which has 28% of the British passenger car market; Ford of Canada, which has 27% of the Canadian passenger car market; and Ford of Germany, which has 10% of the German car market.

Ford advertises 23 brand names in 80 countries around the world. Advertising expenditures outside the U.S. are estimated at $18,000,000, of which $6,000,000 is spent in Canada, $3,000,000 in Britain and $1,000,000 in international media. For every $3 spent in advertising, Ford spends $1 abroad in sales promotion.

Local newspapers get about a third of these expenditures. Television takes about 15%. However, the media shares vary widely by country.

■ Advertising budgets are expected to be up this year, particularly in Australia, where the Falcon went into production last September.

Ford's international staff in Dearborn places an international corporate and product campaign in some 30 to 35 publications. The list is basically the same this year

La Hacienda
SELLS
LATIN AMERICA'S CONCENTRATED
AGRICULTURAL BUYING POWER

√ *AGRICULTURALISTS*
√ *AGRO-INDUSTRIALISTS*
√ *THE DEALERS WHO SERVE THEM!*

SINCE 1905

THE ONLY
AUDITED PAID CIRCULATION
PUBLICATION IN ITS FIELD

La Hacienda
20 VESEY ST.
NEW YORK 7, N.Y.

ESTY IN FRANCE—*The William Esty Co. campaign theme developed for Nescafe in the U.S., where the brand is an also-ran, has been brought to France by Nestle, witness this spread produced by Publicis. In France—and in most of Europe for that matter—Nescafe is the No. 1 selling instant coffee.*

but the budget is up because of rate increases. Don McKellar is the staff ad manager. In addition, Ford's overseas distributor office in New Jersey places ads in "direct dealer areas"—those countries where Ford does not have local manufacturing or assembly plants.

Ford's British and German subsidiaries are also major users of international media.

Ford is making substantial capital investments to expand and modernize facilities in Britain, Germany, Argentina, Brazil and Venezuela. During 1960 the company increased its equity in the British company to more than 90%.

■ Henry Ford, chairman and president, told stockholders: "Automobile and truck markets abroad are growing at a pace that promises substantial rewards to those manufacturers who are prepared to compete, both in product and in price, wherever there are automotive needs to be met."

J. Walter Thompson Co. is Ford's principal agency. JWT handles international media advertising and its overseas offices handle Ford in Germany, France, Italy, Belgium, Mexico, Argentina, Brazil, Chile, Venezuela, Uruguay and South Africa. In Canada, JWT shares the account with Vickers & Benson. Ford of England recently switched its account from Rumble, Crowther & Nicholas to London Press Exchange.

General Motors Corp.

General Motors, the world's largest corporation, is an international powerhouse.

Of the company's record 1960 sales of $12,736,000,000, approximately 18%—or $2.3 billion—was done outside the U.S. GM derived 14% of its $959,000,000 net profits from participation in overseas markets.

Of the 6,300,000 cars and trucks sold outside the U.S. in 1960, GM plants abroad accounted for 979,000—or about 15.5%.

GM plants outside the U.S. and Canada sold 771,000 vehicles last year, a record high.

■ The major GM automotive plants overseas are Vauxhall in Britain, Opel in Germany and Holden in Australia. Each is a major factor in the automobile industry of these countries. Holden is perhaps the most successful. Established in 1948, it has gone on to capture 50% of the Australian market with the compact Holden and, according to *Fortune*, "has managed to put close to $200,000,000 in the till of the parent company."

Vauxhall topped the quarter million production mark for the first time in 1960, turning out 252,026 vehicles, a 2.4% gain over 1959. Opel increased its production 11.6% to a total of 370,073 units, half of which were exported. Holden's 1960 output was 139,619, a gain of 8% over 1959.

Frigidaire products are produced by GM subsidiaries in eight countries—Britain, France, Australia, Brazil, Germany, Mexico, New Zealand and the Union of South Africa. The two biggest plants are in Britain and France.

In Britain, GM has turned out more than 1,700,000 Frigidaire refrigerators since production began in 1948. GM claims to be the top seller in the British electric refrigerator market. In commercial refrigeration, it has more than half the market.

■ A. C. Delco batteries and car accessories are also produced in Britain and France. GM's share of the French battery market is estimated at well over 50%.

In Britain, GM also has a Euclid division which turns out heavy earth-moving equipment.

Unlike Ford, General Motors is regarded as a light advertiser overseas. Its worldwide advertising expenditures, excluding Canada and the U.S., are estimated at $10,000,000. Biggest budgets are in Britain, Germany and Australia.

GM is also more decentralized than Ford. General Motors Overseas Corp. places a small amount of distributor-supporting advertising out of New York, spending some $250,000 in international publications and local media, but GM does not maintain any corporate international program linking up its companies. As a matter of fact, GM stresses the local nature of its overseas subsidiaries. The company proudly points out that each refrigerator leaving the production line in Hendon, England, "has a small Union Jack neatly stuck on its top."

■ Also unlike Ford, GM does not rely on a main advertising agency and it does not coordinate advertising in different countries through one agency. When it went abroad originally in the 1920s, GM put J. Walter Thompson Co. into business in many countries. Since that time, however, GM has allowed its local companies to select their own agencies.

McCann-Erickson currently has more GM overseas business than any other one agency. McCann handles the big Opel account in Germany and also serves GM in a number of Latin American markets.

Robert Otto & Co., New York, is the GM export agency.

LOUIS SELLS—*Pepsi-Cola sent Louis Armstrong & His All Stars on a tour of West Africa in 1960, and used this testimonial from Louis in ads placed throughout Ghana and Nigeria.*

Pepsi-Cola Co.

Pepsi-Cola Co., a major marketer overseas, had another record year on the international front in 1960. The company opened 40 new bottling plants (11 of them in Africa) and at year's end had 237 plants operating in 86 countries and territories outside the U.S. and Canada.

Pepsi-Cola International has increased its case sales by 352% in the past 10 years. International operations now account for an estimated 35% of total volume and an estimated 45% of total profits.

Coca-Cola's international sales are at least twice Pepsi-Cola's—but Pepsi has narrowed this gap in the past decade.

■ Pepsi's strongest area is Latin America, particularly Mexico, where it has 38 plants. It is also strong in Venezuela, where it outsells Coke by a considerable margin.

European activity is picking up. Eight new plants were opened in Germany last year and one in Spain. Thirteen more plants are scheduled for European openings this year, including initial ones in Italy and Switzerland.

Pepsi estimated its 1960 ad expenditure at some $20,000,000. This includes substantial outlays by local bottlers. Pepsi-Cola Co. itself owns only 12 of the foreign bottling operations. The parent company shares these promotional costs, but in what proportion is not known.

■ Pepsi's No. 1 medium overseas is point of sale, which covers a wide variety of materials, including a great many different kinds of metal signs. Its second medium is radio, then films for movie theaters and then print advertising.

Overseas bottlers are supplied with every conceivable kind of advertising material from New York headquarters. Each bottler gets a promotional manual, from which he can order by the numbers.

In the past Pepsi has backed the local effort with an umbrella campaign placed in international magazines from New York. This year the international campaign has been dropped because the company felt funds could be used more effectively at the local level. However, Pepsi emphasizes that this is a temporary move.

Pepsi's worldwide theme has been: "The Refreshment of Friendship."

Pepsi divides the world into six divisional areas, each headed by a vp and each staffed with a marketing director. The marketing vp of Pepsi-Cola International, headquartered in New York, is Peter Warren. Alan Pottasch is director of marketing services and Fred Fleischmann is administrator of the marketing department.

■ Batten, Barton, Durstine & Osborn, Pepsi's domestic agency, services the international division in New York, but many different local agencies are used abroad.

One of the interesting developments of the past few years, however, has been the emergence of J. Walter Thompson Co. as a leading Pepsi agency overseas. JWT offices now work for Pepsi in Germany, Chile, Argentina and Brazil, and the JWT office in Milan has been selected to handle the Pepsi introduction in Italy this spring.

Another important agency on the roster is Colman, Prentis & Varley, which has the Pepsi business in Britain and in Venezuela through its big Caracas associate, CORPA. The agency with the big Mexican billings is Publicidad Interamericana.

Procter & Gamble Co.

Procter & Gamble Co., second largest advertiser in the U.S., is well on its way to becoming the leading U.S. advertiser overseas.

P&G did not pay serious attention to foreign markets until after World War II. By that time, it was many years behind Unilever and Colgate. However, the Cincinnati marketer has made up for lost time in a hurry.

International operations have advanced to the point where they now account for an estimated 15% of P&G's $1.5 billion volume and an estimated 20% of the $100,000,000 profits.

P&G companies now operate in Mexico, Puerto Rico, Peru and Venezuela. In February, a new subsidiary was organized in Chile.

The big overseas money-maker is Thos. Hedley & Co., British subsidiary acquired by P&G in 1930. Before World War II, Unilever dominated the British market for washing agents, accounting for more than 60% of sales. It was a different story after the war with the introduction of detergents. Hedley, capitalizing on P&G's successful marketing in the U.S., brought in Tide, Daz and Dreft, and before Unilever could turn around it had captured 75% of the detergent business.

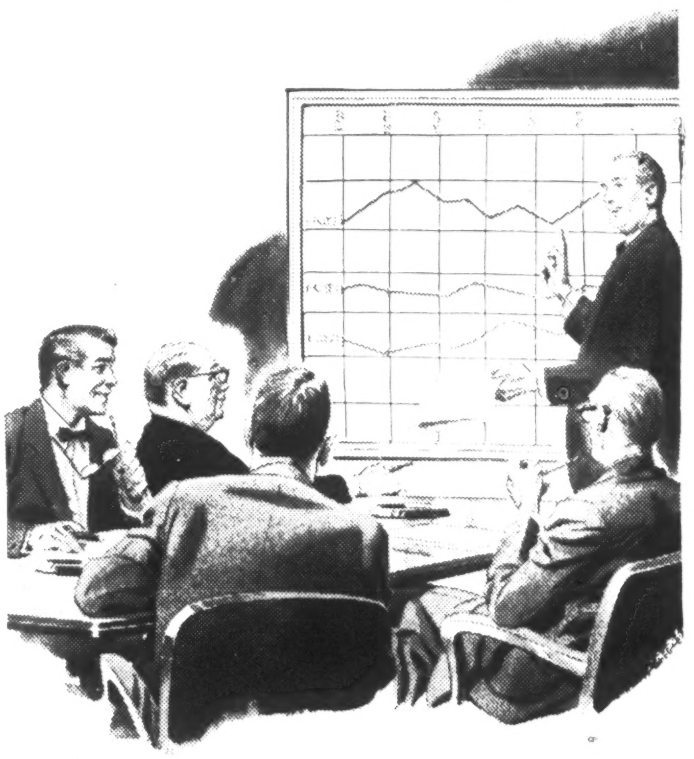
Detergents have continued to make inroads on soap products and while Unilever has staged a strong comeback Hedley products are still believed to command more than 50% of the detergent market in Britain.

From Britain, P&G has moved into continental Europe. Full-scale marketing is conducted now in France, Italy and Belgium. Next on the schedule is Germany, where a new P&G factory is now going up outside Frankfurt. Export marketing has been centralized in Geneva.

(Continued on Page 108)

PRIZE-WINNER—*Spectacular color gatefold produced by Kenyon & Eckhardt de Mexico for Kodak Mexicana helped agency and client win the annual Teponaztly award for the best advertising campaign of 1960 in Mexico.*

"...and in Canada



...our most important market is Montreal and the Star gives us the kind of coverage we need. Any questions?"

We have the answers to many questions about Montreal and the Star. You'll find them in the Star's latest Market facts book—now available. Write for a complimentary copy.

The Montreal Star

Represented nationally by
O'Mara and Ormsbee Inc.

P&G announced last month that it will erect a research and technical services center on a 25-acre site adjoining the site of the recent Brussels World's Fair. The center, which will employ some 200 scientists, technicians and other personnel, will be completed in 1962.

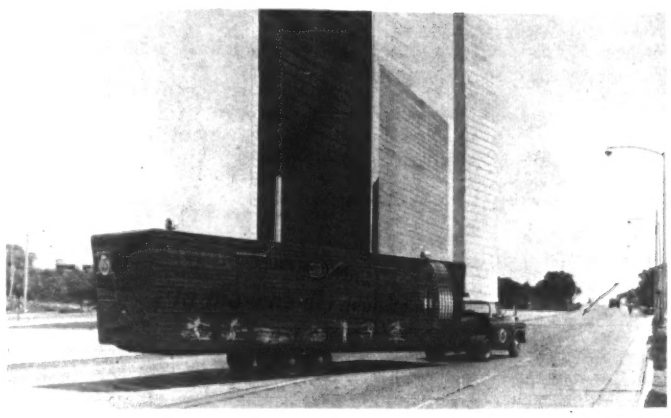
■ Procter & Gamble is spending an estimated $35,000,000 on advertising outside the U.S. Britain, which is by far the biggest market, accounts for the great bulk of these expenditures. P&G advertising in Britain is now believed to be in excess of $20,000,000. British advertising is expected to move up sharply again in 1961 when Hedley introduces Crest toothpaste there.

P&G relies heavily on its U.S. marketing experiences. It will often use the same advertising themes and it will follow similar media strategy. Thus, in Britain, it was quick to jump on the television bandwagon when this medium became available to advertisers. Hedley became one of the first British advertisers to put more than 50% of its budget into tv. In Latin America, radio has been the company's No. 1 medium.

■ P&G has also shown a decided preference for local offices of its U.S. agencies. Its interest in foreign markets has been a major factor influencing its U.S. agencies to go abroad. In Britain, for example, Hedley's billings are divided among Young & Rubicam, Benton & Bowles, Garland-Compton (all P&G agencies in the U.S.) and Erwin Wasey, Ruthrauff & Ryan.

Noble Advertising, headed by American-trained Ed Noble, handles the big P&G account in Mexico. P&G uses Young & Rubicam in Puerto Rico and Venezuela, with CORPA also handling part of the account in Venezuela.

On the European continent, P&G has been using Elvinger and Dorland. Y&R has gotten the nod for Germany.



ON THE ROAD—*U. S. Rubber promotes its Royal truck tires in Mexico with this exhibition trailer, "The March of Sports," which features a picture gallery of great sports heroes and has facilities for showing a 12-minute film on sports. The van has toured throughout Mexico. Noble Advertising is the U.S. Rubber agency in Mexico.*

Standard Oil Co. (New Jersey)

Standard Oil Co. (New Jersey) earned $688,000,000 on a volume of $8,890,000,000 in 1960. Jersey reported that 66% of its profits—or $454,080,000—was derived from operations outside the U.S. Western Hemisphere countries (Canada and Latin America) accounted for 38%. Europe, Africa and the Far East accounted for 28%.

Jersey Standard, world's largest oil producer, maintains production, refining and marketing affiliates in Latin America, Europe and North Africa. It has also been operating in the Far East under a 50-50 partnership with Socony Mobil in Standard Vacuum Oil; however, this partnership is being dissolved as a result of a successful anti-trust action by the federal government requiring the two oil giants to go their separate ways in the Far East.

In Europe, Jersey has full-scale marketing subsidiaries, which sell a complete line of Esso brand products in 13 countries. Eight of these companies also operate refineries. In Portugal and Spain, because of government restrictions, affiliates sell only lubricants.

In Latin America, Jersey affiliates sell a complete line of Esso products in eight countries. In Bolivia and Equador, only lubricants are sold.

■ Total advertising expenditures by Jersey affiliates amounted to about $30,000,000 in 1960, of which $20,000,000 was spent in Europe and Africa, $4,000,000 in Latin America and $5,000,000 in Canada. Another $1,000,000 was spent by Jersey in the Stanvac operation in the Far East.

The parent company describes itself as largely an "investment banker." Individual advertising budgets go to New York headquarters "only for review." The affiliates choose their own media and map their own campaigns. "It's a completely de-centralized operation," a company spokesman said.

To protect its investment, however, Jersey charges each affiliate with the responsibility of meeting certain production and marketing requirements. The parent company will also coordinate efforts, such as preparing a unified road map of Europe for distribution at Esso stations.

■ Industry sources estimate that Royal Dutch Shell, Jersey's main competitor, outspends Esso in advertising even when each has an equal share of the market. In Latin America, where Esso is the old, established brand, Jersey outsells Shell two-to-one. In Europe, where Shell is the old-timer, that company has a slight lead as an individual brand but because of Esso byproducts, it's a neck-and-neck race, Jersey says.

In France, Shell is ahead by about 1%; in Italy, Shell is "a few percentage points ahead"; in Germany, both companies are about equal; in the Netherlands, Shell's stamping grounds, it's "quite far ahead"; in Belgium, Shell is "a little ahead." A Jersey spokesman sums up by saying: "It's a constant battle in Europe. Shell is ahead in Scandanavia, but the rest is very, very close."

Here's how the Jersey operation works: Esso Svenska in Sweden is only a marketing affiliate—that is, it does not refine or produce its own oil. Svenska obtains Esso products from Esso Petroleum in England. The English affiliate, which both refines and markets Esso products, in turn buys the crude oil from Aramco in Arabia, which is 30% owned by Standard. The function of the parent company in New York is "to make possible the maximum use of capital investment and development in the Jersey family around the world," according to a company official.

■ Jersey estimates that it spends about 18% of its Latin American ad budget in radio, 17% in tv and 20% in newspapers and magazines. In Europe, 30% is spent on "press" advertising, including business publications, 8% is spent on tv and 2% on radio.

The principal Standard agency is McCann-Erickson. McCann services affiliates in France, Belgium and Germany, and it has the major share of the British account. In Italy, Itam is the Standard agency. In Latin America, McCann handles the account. In Canada, MacLaren and Cockfield, Brown share the business.

Sterling Drug Inc.

Sterling Drug Inc. has one of the largest international operations of any U.S. drug company.

Sterling products are sold in some 100 countries. The company has major manufacturing operations in Britain, Australia, South Africa and throughout Latin America.

In 1960, foreign sales totaled $92,500,000, a $10,000,000 increase over 1959. This represented 38% of Sterling's total volume.

To promote these sales, Sterling invested an estimated $20,000,000 in advertising outside the U.S. Virtually all of this investment was made by the local companies abroad. Budgets are submitted to New York for review.

■ Sterling markets a wide line of products, both proprietaries and ethicals. Ethicals are marketed abroad under the Winthrop name. Sterling's most important brand name is Bayer, but this is a name that the company cannot use in every part of the world.

In continental Europe, the Bayer name remains the property of the German Bayer company. In Latin America, Sterling's well known subsidiary, Sydney Ross Co., has developed other brand name pain relievers. The top-selling analgesic in Latin America is Sterling's Mejoral. Other pain relievers marketed in Latin America by Sterling are Cafenol and Cortal, both APC compounds. Subsidiary companies in Canada, Australia and South Africa carry the Bayer name in their corporate titles.

In several countries—Canada is one—Sterling continues to hold the right to the trademark, Aspirin, and no other manufacturer may market a product bearing that name.

■ Phillips' Milk of Magnesia, the Sterling laxative, is another product with a worldwide reputation. In Britain, the company has leading sellers in Andrews' Liver Salt and Delrosa, a vitamin supplement.

New plants were opened in 1960 in Costa Rica and Nicaragua. Of the company's 15,000 employes, located in 63 countries, less than 40%—or 5,788—are employed in the U.S.

Not much of Sterling's overseas advertising passes through the hands of agencies. In Latin America, Sydney Ross places all advertising directly with media. Much of the ethical drug advertising is also handled internally. In Australia, however, Hansen Rubensohn-McCann-Erickson does have a major share of the Sterling account.

DEBUT—*Campbell soup is being introduced in West Germany this year with ads like this—"New for the German kitchen"—via H. K. McCann. In Britain, Campbell's introduction is being handled by J. Walter Thompson.*

Warner-Lambert

Warner-Lambert Pharmaceutical Co., long active in foreign markets, today has a strong international operation, reaching into every part of the world.

In 1960, when domestic sales rose only $1,573,000 to a total of $143,159,000, sales of overseas subsidiaries advanced from $38,544,000 to $44,014,000. The net profit contribution of the overseas companies totaled $5,833,000. In addition, Warner-Lambert cleared some $1,000,000 on export sales and royalties received from licensees.

Total net income in 1960 was $16,500,000.

Pharmaceuticals account for 65% of foreign sales, toiletries and cosmetics 32% and sundries 3%.

■ Ethical drugs, promoted to doctors, represent a substantial portion of foreign sales. Many of the Warner-Lambert cosmetics enjoy strong brand positions abroad. In sophisticated markets, the DuBarry and Richard Hudnut lines have well-established positions, thanks to a marketing history that goes back many years.

In less sophisticated markets, proprietaries such as Dr. Sloan's liniment and other Dr. Sloan products continue to do well.

Like other companies active internationally, W-L is moving increasingly into local production. Toward that end, new corporations were formed last year in Japan, Thailand and Malaya.

■ Also in 1960, a new plant was opened in Australia and construction of a new plant was begun in Ireland. The company noted that

EMULATION—*The U.S. is known as a coffee-drinking nation and General Foods seeks to make capital out of this in Britain by pointing out that Maxwell House Instant is "America's favourite coffee." Young & Rubicam is handling.*

6TH
in retail sales in North America
MONTREAL
Sold on and sold by its morning newspaper
The Gazette
Canada's Best Newspaper

Chavez-Siqueiros
INTERNATIONAL
SPANISH ADVERTISING CONSULTANTS
Inquiries invited without obligation. Brochure on facilities and services available on request.
See you at the
INTERNATIONAL ADVERTISERS ASSOCIATION CONVENTION
APRIL 17-20
304 NORTH STANTON STREET • EL PASO, TEXAS

GUASTELLA IN MADRID—*Mariano Guastella, who used to operate Cuba's largest agency, has built a major agency in Spain during the past year. Publicidad Guastella, which opened in Madrid in April, 1960, now has a staff of 40, a branch office in Barcelona and enough business to predict billings of $1,000,000 for 1961. Shown here are two of its recent efforts —an ad for Pedro Domecq's Fundador. brandy and introduction of a new cold remedy for old Dr. Sloan of Sloan's liniment fame.*

as integration of European economic community progresses, "we are fortunate in being firmly established in the key countries of these markets and thus in a position to adjust to any eventuality."

■ Warner-Lambert spent some $10,000,000 on overseas advertising in 1960, the great bulk of it spent locally by the overseas companies. The company is not an important advertiser in international media.

W-L's principal agency overseas is McCann-Erickson, although the company also uses the services of some 20 other agencies. McCann has the business virtually everywhere in Latin America and in France.

Among other W-L agencies are: Britain, Armstrong-Warden and Legget Nicholson; Germany, Carl Gabler and Griffon; Australia, Jackson Wain and Hawkins Advertising; South Africa, Afamal and Van Zijl & Van Zijl; Hong Kong, Cathay; and Puerto Rico, Young & Rubicam and West Indies Advertising.

Beans to Corn Flakes

In addition to the ten companies profiled above, there are many other U.S. corporations deriving a substantial portion of sales and profits from overseas operations—and the list is growing each year.

Among at least ten other companies estimated by AA to be spending a minimum of $5,000,000 in advertising outside the U.S. are the oil giants, Socony Mobil, Gulf, Standard Oil of California and Texaco—each deriving more than 40% of its income from overseas operations. Texaco and SoCal operate in many areas overseas through a jointly owned subsidiary, Caltex.

■ Tire manufacturers—Goodyear, Firestone and U.S. Rubber—also have major investments abroad. Goodyear and Firestone each has more than 20 plants overseas and each derives an estimated 25% of its income from these operations.

Pharmaceutical manufacturers do a healthy business overseas. American Home Products, Abbott Laboratories, Parke, Davis, Merck & Co., Eli Lilly and Richardson-Merrell (formerly Vick Chemical) all have more than 20% of their volume abroad.

The following are thumbnail sketches of international operations of some major advertisers:

Pan American World Airways—A 100% international airline, with no routes in the U.S., Pan Am has an estimated worldwide budget of $18,000,000. This figure includes sales promotion expenditures and some $6,000,000 spent on advertising in the U.S. J. Walter Thompson Co. serves as Pan Am's worldwide agency.

The airline is a major user of international publications. For example, earlier this year Pan Am paid $42,000 to run an eight-page four-color insert in *Life En Espanol*, the largest ad ever carried by this publication. This was placed by Pan Am's Latin American division, headquartered in Miami, which has an ad budget of $1,750,000. The *Life En Espanol* ad promoted travel to different places in the world and was followed up with 70" insertions in 20 Latin American newspapers. It was also merchandised vigorously to travel agents by Pan Am and *Life En Espanol*.

Chesebrough-Pond's—This is one of the world's largest international cosmetic operations. Both Chesebrough and Pond's marketed abroad before 1900. Northam Warren, which was recently acquired, also has an extensive foreign operation. Result: Chesebrough-Pond's now does about half of its $70,000,000 volume outside the U.S. In 1959, international operations accounted for 57% of the net. The company has manufacturing facilities in 48 countries, distribution in 133. Worldwide advertising expenditures, excluding the U.S., are now about $6,000,000, handled mainly by J. Walter Thompson offices.

WEATHERVANE—*During one of the wettest summers on record in Britain, J. Walter Thompson Ltd. promoted Kellog's Corn Flakes with posters inviting consumers to "Help yourself to extra sunshine!"*

Kellogg Co.—The Battle Creek cereal maker has made corn flakes an international breakfast. Kellogg now has subsidiaries in 17 countries, primarily in British Commonwealth areas. In 1960, new plants were opened in Finland, Switzerland and Colombia (the company's first installation in South America). New plants are now going up in Brazil and Venezuela. Corn flakes and Rice Krispies are the two products produced in every plant. The company spends more than $5,000,000 on advertising outside the U.S. J. Walter Thompson Co. is the Kellogg agency in all markets outside the U.S. and Canada.

Gillette Co.—Gillette does about 60% of the world razor blade volume and its advertising expenditures outside the U.S. are estimated at $7,500,000. It derives 50% of its profits from overseas operations. Gillette uses local agencies abroad, although McCann-Erickson handles some export advertising out of New York and its offices serve Gillette in several Latin American markets.

Eastman Kodak—Kodak has more than a quarter of $1 billion in overseas sales, with earnings in excess of $25,000,000. The company markets on a worldwide scale, with ad expenditures well in excess of $5,000,000. J. Walter Thompson is Kodak's major overseas agency, although it does not have the account everywhere.

H. J. Heinz—Heinz has well-established manufacturing subsidiaries in the big British Commonwealth countries—Canada, Britain and Australia. It built its first plant —in England—in 1896. In 1959, it derived no less than 66% of its profits from overseas operations. It has acquired a Dutch company to spearhead its invasion of the European market. Biggest overseas subsidiary is in Britain and Young & Rubicam has the account there.

Chas. Pfizer & Co.—This is the wonder international story of the drug industry. In 1951, Pfizer was a $100,000,000 company and did not make a single product outside the U.S. By 1959, Pfizer sales had amounted to $250,000,000 and foreign sales alone had passed total 1951 volume. Pfizer now does about half of its $270,000,000 volume outside the U.S. and the overseas profit contribution is put in the 50 to 66% range. Pfizer sells in 100 countries and has manufacturing facilities in 24. Primarily an ethical drug and chemical manufacturer, Pfizer has moved into the proprietary field in several markets overseas. Overseas advertising expenditures are believed to be in excess of $5,000,000. Local agencies are used.

Goodyear Tire & Rubber—Goodyear reported profits of $71,022,877 in 1960 on a volume of $1,550,940,519. Profits of foreign subsidiaries amounted to $25,385,383. Overseas advertising expenditures "are in the neighborhood" of $10,000,000.

The company reports it is "farther ahead" in the Latin American markets, where it has been established for 30 years, than in Europe, with the exception of Britain.

Goodyear owns tire plants (centrally controlled with local administration and profit responsibility) in France, Canada, Indonesia, Argentina, Luxemburg, Scotland, Australia, Mexico, Peru, the Philippines, Sweden, Brazil, South Africa, Venezuela, England and Colombia. It expects to be operating a new plant in New Delhi, India, this year.

■ In addition, Goodyear has licensing arrangements with local manufacturers in Chile, Germany, Ireland, Italy, Japan, New Zealand and Portugal. The parent company, headquartered in Akron, O., provides technical assistance and the Goodyear tire molds to these licensees.

There is a third type of operation in non-plant markets, which are located in every other country not already mentioned outside the Iron Curtain. These markets are served by exports from the Goodyear plants.

Goodyear says it is "strong on dealer help" advertising and also concentrates on tv saturation in the Latin American markets. Outdoor and press are other media the company relies on.

A major agency re-alignment was made by Goodyear in November, when it appointed McCann-Erickson as its international agency. Previously Young & Rubicam and Kudner Advertising placed the company's overseas advertising from this country. #

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Want to increase *sales*?
Like to spread and multiply *distribution*?
Need a good *distributor*? *dealer*? *manufacturer's rep*? *sales personnel*?
How about *manufacturing facilities*? *warehousing*? *investment*?
Any type of *ethical business connection*?

There is an easy way to make the kind of contact you need.

REVISTA ROTARIA, an official publication of Rotary International, is received monthly by 40,000 local business executives and professional men in the Latin Americas.

These men are engaged in all types of legitimate business. Their very membership in Rotary *requires* a business classification.

And their membership in Rotary also requires them to be recognized *ethical* businessmen. In fact, one of the objects of Rotary is to develop and maintain high ethical standards in business and professions.

You, as an advertiser in REVISTA ROTARIA, are assured of reaching

- **a carefully selected business audience**
- **a broad-base audience, engaged in all kinds of business**
- **a multi-level audience (dealers, distributors, manufacturers, professional men, etc.)**
- **well-known, well-connected community leaders with established local contacts and influence**

When you talk to a Latin American businessman through REVISTA ROTARIA, you are speaking to him through his *own* business organization magazine to which he voluntarily subscribes—and pays for, separate from dues.

And you speak to him in his native language.

You make your contact through a source in which he has great confidence . . . REVISTA ROTARIA . . . *his* organization magazine.

And you've pre-screened your replies so you know they come from active businessmen—and *ethical* businessmen who have decision making power.

Can this kind of audience help you?

Among REVISTA ROTARIA subscribers:

67% are General Officers of their companies; 18% are Major Operating Heads; 15% are in the professions or related thereto.
49% are engaged in various kinds of industry; 36% are in trade and services.
71% are on company policy and planning boards; 56% are directors in one or more companies other than his own.
91% buy, specify or approve purchases in their firms.
Average annual income is $13,500 and median is $11,600; 79% own their own homes; 52% own income producing property; 92% own personal cars; average subscriber travels 9,000 miles per year outside his home locality.

If this kind of audience offers you the opportunity to make the kind of business connections you need in the Latin Americas. . . .

Make your contact at surprisingly low cost through

REVISTA ROTARIA

An international publication of Rotary International
Write Dept. MA, 1600 Ridge Avenue, Evanston, Illinois
Complete market, circulation and rate details on request

$55,000,000 Push Backs Philips of Eindhoven

(Continued from Page 81)
ment with its own silkscreen printing shop.

■ In the larger markets, there is decentralization by industrial division. Philips products break down into 13 divisions, such as light (the company makes 30,000 different types of electrical lamps), telecommunications, music, medical equipment, chemical products.

Each industrial division within a country has its own advertising manager, who reports to a general advertising manager. For example, Philips Holland—in the home country—has eight divisional ad managers, headed by the general advertising manager for the country.

Philips uses the services of more than 40 advertising agencies throughout the world. In one market, there are seven local agencies assigned to Philips products. In some countries—Switzerland, for example—Philips places its advertising directly.

Well known names on the Philips agency roster include C. J. LaRoche & Co. (U.S.A.), Leo Burnett Co. (Canada), Erwin Wasey, Ruthrauff & Ryan (Britain), William Wilkens (Germany), Heumann (Germany), Elvinger (France), J. Walter Thompson (South Africa, Italy, India), De La Mar (Netherlands), Prad (Netherlands) and Smit (Netherlands).

■ When advertising men think of Philips, they think of Sie. Numann, the hearty, dynamic "motor" of Philips advertising. Still in full swing at 56 after more than 30 years of advertising service with Philips, Mr. Numann—now a director of the company—commands the headquarters of Philips advertising known as G.A.D.—the general advertising department.

G.A.D. has three main jobs:

• 1. To activate, stimulate and coordinate Philips advertising all over the world.

• 2. To advertise the corporate image.

• 3. To act as a clearing-house for ideas, campaigns and promotions used in individual markets.

■ G.A.D.'s 150 executives are partly divided into small groups, corresponding with the worldwide industrial division structure, and partly they work in production units. These units prepare basic advertising ideas and material, either by order of G.A.D.'s own industrial division groups or as a service for Philips advertising departments all over the world.

The men of G.A.D. form a huge "brain trust," which can be consulted on any advertising problem by every Philips advertising department in the world. This "brain trust" sends out a continuous stream of books, portfolios and brochures to the local advertising departments, offering them information, advertising themes, films and tv spots, radio commercials, in short all sorts of material, on a "take it or leave it" basis.

G.A.D. also has a special department which prepares the advertising for underdeveloped markets where Philips does not have its own sales organization but works through selling agents, such as in Ceylon, and the Carribean area.

The only advertising placed by G.A.D. is the corporate image campaign running in international magazines such as *Life*, *Time* and *Vision*. This prestige advertising, produced by two Dutch agencies, Van Alfen and Smit, can be bought by the local advertising departments for use in local media, but there again the decision lies entirely with the local advertising manager.

■ This complicated worldwide structure makes it impossible to give a forecast of the total expenditures of Philips for 1961. Local billings figures arrive in Eindhoven gradually and only by the end of the year is it possible to figure out how much was spent all over the world. Likewise, it is difficult to evaluate the media breakdown of this huge appropriation. A rough estimate fixes print advertising as 40% to 60% of the total billings. One must remember that Europe, which has a limited amount of radio-tv advertising, accounts for by far the largest part of the Philips total sales revenue. In Latin America, radio and tv are second on the media list.

Mr. Van Geel, assistant deputy of G.A.D., when asked about new developments in Philips advertising activities, commented that the formation of common markets, comprising a number of countries, has presented Philips with new problems in selling and advertising. When the European Common Market becomes a reality, it will be a logical step to change the production programs of the various local manufacturing plants in the six countries so that each plant specializes in a specific range. No longer will it be necessary to have all radio plants manufacture the full series of sets; instead, each country can limit itself to a series of one type.

■ This change will have its effect on advertising as well. Preparations are already being made for more coordination in this field, a movement away from decentralization, which up to now has been the standard policy. As a first step, a European advertising steering committee was set up, consisting of the general advertising managers of the Common Market countries, with Mr. Numann as chairman. It will study the possibilities of streamlining and and standardizing the advertising image of Philips in the Common Market area. Subjects under discussion, for example, are standardization of advertising themes (Philishave) and uniformity in outdoor advertising in the Common Market.

Similar efforts are being made in Latin America, where advertising managers of 14 countries will convene next May, with the everpresent Mr. Numann, to study similar problems for the vast South American market.

Finally, an executive of G.A.D.'s export department will leave shortly on an extensive tour of Asiatic markets to see what can be done there in the way of coordination.

■ Thus, changing market situations create new problems for Philips of Eindhoven, but the solutions to these problems are already taking shape. Adaptability and dynamics have always been the keys to the amazing Philips success story. Philips is looking ahead with confidence. #

FARFLUNG—*Philips' world ad program ranges from washing machine ad in Egypt to lighting ad in India.*

INTERNATIONAL UMBRELLA—*"The Entire World Has Confidence in Philips" says this color spread placed in international magazines, part of Philips' international corporate image campaign, designed to back up local advertising efforts.*

ECM Spurs European Agencies to Launch International Units

AMSTERDAM, April 11—Organization of the European Common Market has spurred agencies to expand their international activities.

Two leading Dutch agencies—Smit's and Prad—have organized separate international units.

Heading up Smit's International Advertising is Ernst Smit, 32-year-old son of the founder of the agency. Among the accounts served are KLM Royal Dutch Airlines, Philips and Heineken's beer.

Mr. Smit received his first agency training with J. Walter Thompson Co. in London and later worked for Charles W. Hoyt Co. in New York before returning to Amsterdam in 1957.

Prad's international division has been organized as Interad, which stands for "international advertising" (Prad itself stands for "progressive advertising").

Among the agency's international accounts are Beecham (Brylcreem and Macleans), Gillette, General Motors and Standard Brands. #

Four Overseas Agencies Report Their Billings

NEW YORK, April 11—Late billings returns are still reaching ADVERTISING AGE from overseas agencies.

AA carried billings reports from more than 200 foreign agencies in its Feb. 27 issue. The following are four additions:

Wahl Asmussen Reklame Marketing, Copenhagen, reported billings of $3,600,000 in 1960, compared with $3,300,000 in 1959. The agency added United Shoe Machinery and Wasa Spisbrodsfabrik during the year; no accounts were lost. Newspapers took 45% of billings, magazines 25%, point of sale 8%, business papers 8%, radio 4%, cinema 4%, outdoor 2% and 4% in media outside of Denmark. The agency has 120 employes and looks for a volume gain of 15% in 1961.

E. Lindsay Smithers (Pty) Ltd., South African agency headquartered in Johannesburg, billed $3,700,000 in 1960, compared with $3,750,000 in 1959. During the year the agency added Imperial Chemical Industries, Bata Shoes, Decimilization Board and Willys Afrika Ltd.; Burlington Hosiery was dropped. The agency has 165 employes in three offices and sees 1961 about the same as last year.

Briggs, Canny, James & Paramor, Australian agency headquartered in Sydney, billed $4,065,480 in 1960, compared with $3,979,591 in 1959. During the year the agency added Hoover, Penfolds Wines and Unilever's Rexona company; Australian Fixed Trusts and Airlines of New South Wales were dropped. Newspapers and magazines took 53% of billings, radio 27%, television 16% and outdoor 4%. The agency has 145 employes in two offices and predicts a 25% volume gain for 1961.

R. J. Dovale Advertising—located in Curacao, Netherlands Antilles—billed $150,000 in 1960, ranking as the leading agency in its area. The agency has 11 employes and covers Curacao, Aruba and Bonaire. #

For LEBANON and the MIDDLE EAST

USE THESE 2 DAILIES . . .

AL-HAYAT . . .

Arabic morning newspaper, published daily (excl. Mondays) at Beirut. Price per copy 25 piastres (7½d.). The acknowledged leader of the Lebanese press, with the largest circulation in Lebanon and Jordan plus influential readership in Saudi Arabia and the Persian Gulf states. First in circulation, in prestige and in advertising volume. Net circulation 18,095.
* *Auditors' Certificates available* *

THE DAILY STAR . . .

English morning newspaper, published daily (excl. Mondays) at Beirut. Price per copy 25 piastres (7½d.). The only English language newspaper of Lebanon, read by many English-speaking Lebanese including staff, students and graduates of the American University, as well as by members of the foreign business community and by tourists. Net circulation 6,194.

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IN THE U.S.A. BY
JOSHUA B. POWERS INC.
551 Fifth Avenue
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MUrray Hill 2-1935

Estimated Advertising in Britain, 1957-1960

	1957	1958	1959	1960
National and London Evening Newspapers	$142,800,000	$ 151,200,000	$ 176,400,000	$ 210,000,000
Provincial Newspapers	120,400,000	126,000,000	131,600,000	145,600,000
Magazines, Periodicals	86,800,000	89,600,000	92,400,000	109,200,000
Trade, Technical and Other Publications	68,600,000	75,600,000	75,600,000	92,400,000
Production Costs	36,400,000	39,200,000	42,000,000	47,600,000
Total Press	455,000,000	481,600,000	518,000,000	604,800,000
Outdoor	70,000,000	67,200,000	72,800,000	86,800,000
Television	75,600,000	134,400,000	168,000,000	215,600,000
Cinema	14,000,000	11,200,000	11,200,000	11,200,000
Catalogs, Leaflets, Etc.	100,800,000	103,600,000	106,400,000	109,200,000
Window, Interior Display (Point of Purchase)	64,400,000	64,400,000	67,200,000	67,200,000
Exhibitions	33,600,000	33,600,000	33,600,000	33,600,000
Free Samples, Gifts	42,000,000	42,000,000	44,800,000	44,800,000
Radio, Miscellaneous	16,800,000	16,800,000	16,800,000	16,800,000
Administration	61,600,000	64,400,000	67,200,000	70,000,000
Total Ad Expenditure	$933,800,000	$1,019,200,000	$1,106,000,000	$1,260,000,000

Source: 1957-1959: Advertising Association estimates. 1960: Estimated by Mark Random, London correspondent, Advertising Age, from industry sources.

Biggest Account Shift: $3,000,000 Ford Move . . .

British Advertising Rises 25% in Two Years to $1.2 Billion

More U. S. Agencies Move in; Britons, Too, Look Ahead

LONDON, April 11—The year 1960 was a boom year for British advertising, with estimated total expenditure passing the $1.25 billion mark.

In most of the more volatile sections of the industry, new records were set with regularity during the year. The net result was that total advertising expenditure was up 25% in the two years since 1958, when it first passed the billion dollar barrier.

Attracted by this growing expenditure on advertising, which offers a profitable way of opening up shop in Europe, a growing number of American agencies hung up their shingles in Britain. This did not meet with wholesale approval among British admen and, in fact, stirred up considerable criticism among the more vocal.

The American incursions were welcomed by others, particularly those who made—or hoped to make—tax-free capital gains. Fears expressed in financial circles that Harold MacMillan's Conservative government might slap a capital gains tax on the economy in next week's budget hastened many a move to sell out.

■ British agencies themselves were also looking overseas and stepped up projects and plans for garnering their share of the growing international advertising business. At home, several agencies—and agency men—decided that advertising was a good investment and bought into other agencies.

There was also a growing awareness that financial and business advertising now also offered scope for further development. This led a number of shops to acquire interests in agencies specializing in financial and company advertising.

Advertising came in for several more bouts of criticism, much of it from its old foes, with Laborite legislator Francis Noel-Baker still in the lead. One agency, Notley Advertising, came under fire elsewhere for taking on the public relations account for the East German Ministry of Foreign Trade.

■ On the media side, press and television advertising reached new peaks, with no signs of a halt. But all was not bright. In the press field the battle between the big boys got rougher and tougher with mergers and take-overs the order of the day.

■ Fears that the main sections of the press were approaching monopoly finally led the government to set up a Royal Commission earlier this year to investigate the factors affecting the number of publications and their ownership.

The number of publications folded during the year showed no startling increase but the shuttered publications tended to be bigger than ever before. They included the *News Chronicle*, a national daily newspaper with a 1,000,000 circulation; the *Empire News* and the *Sunday Graphic*, two old established and large circulation Sunday newspapers; and *The Star*, the second largest of London's three evening newspapers.

■ Television was having its own troubles. A 13-member committee, under industrialist Sir Harry Pilkington, was formed to recommend the future shape of broadcasting and television in Britain. One thing they will have to decide is whether commercial television companies are to get competition from another network which will also be supported by advertising revenue.

The committee will also decide whether to recommend that the British Broadcasting Corp.'s monopoly on sound radio should be breached by allowing local commercial radio stations to operate—which would also mean further competition for the advertiser's budget.

On another front, the audience for commercial television was gradually declining. In the first half of the year, Independent Television's share of the audience dropped from around 72% to 66%. Thus, the BBC scored some success in wooing back viewers.

■ Display advertising in newspapers and magazines reached another new record at $375,944,800, compared with $320,000,800 in 1959, an increase of 17.5%, the *Statistical Review of Press Advertising* reported.

Thus, measured expenditure on print advertising has more than tripled in a decade—a decade in which commercial television was introduced.

Coupled with the large growth in press expenditure, there was also an increase in budgets. The number of advertisers who spent more than $560,000 in a year went up from 34 in 1959 to 75 in 1960.

The *Review* reported that an annual total of $420,000,000 was now in sight for print advertising. Said publisher J. P. Scott: "I think we can rest assured that press advertising will get bigger and so will advertisers and their agencies."

■ Advertising was up 20.9% in national daily newspapers, 23.9% in London evening newspapers, 15.1% in national Sunday newspapers, 5.5% in provincial dailies, 18.5% in provincial and suburban weekly newspapers, 18.5% in magazines, 28.3% in technical publications and 22.3% in trade publications.

The figures in the *Statistical Review* are based on a study of advertising appearing in all London and provincial morning, evening and Sunday newspapers, a large selection of provincial and London suburban weekly newspapers, all popular and most special appeal magazines, and a wide range of technical and trade publications. Thus, not all press advertising is recorded, and Mr. Scott has previously suggested that the actual total of press advertising might be as much as double the recorded total.

Allowing for the percentage growth in a number of media fields, including the press, the estimates published by the Advertising Assn., which represents all sides of the advertising business in Britain, would indicate that a total of $1,260,000,000 was spent on all forms of advertising in Britain during 1960.

Press advertising, at $455,000,000, represented 48% of the total. This compares with 49% in 1957, 47.5% in 1958 and 1959.

■ Total expenditure on television in 1960 was $215,404,000, an increase of 31.8% over the 1959 total of $163,408,000. This was nearly twice the rate of growth in press advertising.

Next largest estimated expenditure was $109,200,000 spent on catalogs, leaflets, etc. This compares with $106,400,000 in 1959. Then came outdoor advertising, fast climbing out of the slump it went into after the advent of commercial television in 1955. Last year saw a growing use of outdoor advertising integrated with television campaigns. Total estimated

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outdoor expenditure was $86,800,000, compared with $72,800,000 in 1959.

Press advertising was augmented last year by a number of often violent advertising battles between competing brands in the cigaret, beer, butter and margarine, cooking fat, and consumer durable fields.

■ In the cigaret field, John Player & Sons, a branch of Imperial Tobacco Co., was the leading advertiser, spending $3,024,000 on its various brands—a 50% increase over its 1959 expenditure. This reflected not only stiff competition but a spectacular compaign to mark the 60th anniversary of Player's Medium Navy Cut, the company's leading brand.

This anniversary campaign, costing about $280,000, was handled by Mather & Crowther. Other Player agencies include Robert Sharp; Erwin Wasey, Ruthrauff & Ryan; Legget Nicholson and Arks.

Gallaher Ltd., whose Senior Service has made a strong bid for the top spot held for so long by Player's Medium Navy Cut, also increased its advertising, from $2,335,200 in 1959 to $2,587,200 in 1960. Service Advertising is the Gallaher agency.

W. D. & H. O. Wills, another branch of Imperial Tobacco, was another big advertiser in 1960, spending $2,002,000, against $1,750,000 in 1959. Wills' main agency (Strand, Woodbines, Export Woodbines, Embassy cigars, joint advertising) is S. H. Benson Ltd. But it also uses Masius & Fergusson (Kingsway, Capstan, Whiffs cigars); Hobson, Bates & Partners Ltd. (Bristol Tipped, Castella Panatella cigars, Golden Virginia Tobacco); Foote, Cone & Belding Ltd. (Handy Cut Flake Tobacco); and O'Kennedy-Brindley (Gold Flake cigarets).

Total estimated press expenditure for tobacco products in 1960 was $10,734,455, compared with $7,569,800 in 1959.

■ Another product field in which increased competition led to expanded budgets, particularly in the press, was beer. Here the motivating force was the build-up of brewers into bigger operational units and the striving for national distribution of brands.

The leading advertiser was Ind. Coope & Allsop Ltd., which promoted its beers, including Double Diamond and Skol lager, to the tune of $1,204,000 in the press, via Batten, Barton, Durstine & Osborn Ltd.

Arthur Guinness & Son was another major advertiser in the beer field via S. H. Benson, spending $910,000 in print media. In addition, it spent heavily in television and was also one of the leading outdoor advertisers.

All told, the brewers spent $4,915,688 on press advertising in 1960, compared with $4,271,400 in 1959.

EUROPEAN—*Lever's Stripe toothpaste, invented in the U. S., has invaded British and German markets under a different name, Signal, promoted as a combination toothpaste-mouthwash.*

There was also stiff competition in the dairy product field during 1960, with increased budgets the rule. Butter, margarine and branded cheeses stirred things up. Among leading brands in these battles, Stork margarine (Lintas Ltd.) spent $794,482, Summer County margarine (Pritchard Wood & Partners Ltd.) $645,417, Blue Band margarine (S. H. Benson Ltd.) $431,791, and Echo margarine (Lintas Ltd.) $390,762 on press advertising. All four are Unilever brands.

The main butter challenge came not from brands but from the Butter Information Council (J. Walter Thompson Ltd.), which laid out $538,588 on press advertising. The Danish Butter, Cheese & Food campaign contributed $296,442, and New Zealand Butter $249,292. Total press expenditure on butter and margarine was $3,749,344 in 1960, compared with $3,366,496 in 1959.

Total press expenditure on cheese in 1960 was $1,015,031, compared with $582,602 in 1959. Largest individual advertiser was Kraft (J. Walter Thompson Ltd.), with $513,450, followed by St. Ivel (Paul Catcher & Partners Ltd.) with $196,288. The biggest joint advertising campaign was that of the Cheese Bureau (J. Walter Thompson Ltd.), which spent $441,901, followed by the New Zealand Cheese campaign with $102,906.

■ In the household durables field, there was a remarkable expansion of advertising for refrigerators, partly reflecting an increased number of makes now being marketed and partly stiff competition to overcome government tightening of instalment buying terms for a spell. The number of active advertisers climbed from about 27 in 1958 to more than 70 in 1960.

Total press expenditure for refrigerators in 1960 was $2,978,884, compared with $1,279,704 in 1959. The largest advertiser was Electrolux (G. S. Royds Ltd.) with $291,900, followed by English Electric (Legget Nicholson & Partners Ltd.) with $268,626; Jackson (T. B. Browne Ltd.) with $246,845; Frigidaire with $219,036; and Hotpoint (Young & Rubicam Ltd.) with $214,494.

There was a battle royal among tea brands, highlighted by an apparently unsuccessful attempt by Nestle to crash the market with its instant tea, Nestea—biggest spender on press advertising in this group. The recorded press expenditure on tea last year was $2,681,305, compared with $1,557,973 in 1959. Nestea, which has done well in overseas markets, was launched here by BBDO in a $750,000 campaign.

■ The heavy barrage of publicity certainly established the brand name but trade sources said initial sales were often not followed by repeat orders. Nestle and its agency declined to discuss the case but it is understood the product ran into several problems and failed to get the 1% market share it sought.

Others leading press advertisers in the tea field were Brooke Bond (Spottiswoode Advertising Ltd.), $436,243; Typhoo (John Haddon & Co.), $398,555; Lyons (Benton & Bowles), $214,220; Black & Green (Everetts Ltd.), $191,450; and Tetley, $108,346.

There was also expansion in press advertising for coffee, with a total of $2,270,584 spent last year, compared with $1,571,483 in 1959. Biggest spender here was again a Nestle product, Nescafe (Saward Baker & Co.), which invested $1,035,339. Its main competitor, Maxwell House Instant Coffee (Young & Rubicam), spent $597,500. Camp Coffee Extract (S. H. Benson Ltd.) was another big spender with $285,138, while Lyons budgeted $223,538 for instant coffee and coffee extracts.

■ It was another boom year in dentifrice advertising, picking up from the slightly lower level of 1959 although not back to the peak of 1958. Total recorded press advertising for dentifrice last year was $1,280,000, compared with $1,055,748 in 1959 and $1,603,510 in 1958, when the battle was at its height.

Biggest spending single brand in press advertising was Gibbs' Signal, a Unilever product and Britain's version of Stripe. It entered on the market in February with a press budget of more than $270,000, via Foote, Cone & Belding. Besides its expenditure on Signal, Gibbs invested more than $310,800 on S.R. and other brands. Young & Rubicam Ltd. is the S.R. agency.

■ Colgate-Palmolive's Colgate Dental Cream (Masius & Fergusson) spent only $26,071 on press advertising, while Macleans (S. H. Benson) spent $262,282. Thos. Hedley's Gleem (Erwin Wasey, Ruthrauff & Ryan) faded almost completely from the scene. But Hedley remained to be reckoned with, since it is planning to introduce Crest to Britain this year.

Home laundry equipment was also heavilly advertised in 1960. Total expenditures on press advertising rose from $1,524,250 in 1957 to $3,933,812 in 1959 and to $4,872,949 in 1960.

Biggest advertiser in this field was Hoover (EWRR) with a press budget of $663,566, followed by Rolls (Roger Pryor Ltd.), $543,771; Duomatic (C. J. Smith & Co. Ltd.), $488,678; English Electric (Legget Nicholson & Partners Ltd.), $362,127; and Hotpoint (Young & Rubicam), $342,947.

■ There was considerable competition in the automotive fields, both for vehicles and gasoline and lubricants. Ford spent $2,466,800 on press advertising last year for its autos, trucks and tractors, compared with $1,937,600 in 1959. The Ford account, resigned in October by Rumble, Crowther and Nicholas, has now moved to London Press Exchange.

Austin autos and trucks were advertised in the press to the tune of $1,061,200 last year. The Austin account is with Colman, Prentis & Varley Ltd. Austin truck advertising is handled by S. H. Benson Ltd.

The other main component of the British Motor Corp., along with Austin, is Morris Motors, which last year spent $660,800 on press advertising for its cars and trucks. Morris autos is a Dorland account while truck advertising is handled by Elliott Advertising.

Vauxhall, British subsidiary of General Motors, spent $896,000 on its autos and Bedford trucks in press media last year, unchanged from the 1959 level. W. S. Crawford Ltd. is the Vauxhall agency.

In the import car field, Renault (C. Vernon & Sons Ltd.) jacked up its press budget to $714,000 last year from the 1959 level of $352,800.

■ Among the oil companies, Shell came out on top with a press expenditure of $1,408,400, compared with $1,198,400 in 1959. British Petroleum ran close behind with $1,094,800.

The Shell agencies are Colman, Prentis & Varley and Mather & Crowther. British Petroleum advertising is handled by S. H. Benson.

Esso Petroleum press expenditure was slightly down from $1,080,800 in 1959 to $1,052,800 last year. McCann-Erickson Advertising is the Esso agency.

■ In addition to the rapidly expanding expenditures on advertising, 1960 also saw a marked increase in account volatility. Prior to the recent boom in British advertising, accounts pretty much stayed put where they were. Now, however, the switching is approaching the Madison Ave. level.

The biggest shift, involving some $3,000,000, was Ford Motor's move to London Press Exchange from Rumble, Crowther & Nicholas. #

Stackelberg, Ayer Found Asia Market Research Company

A Coordination Center for Southeast Asian Studies has been established at 35 Suriwongse Road, Bangkok, Thailand, to perform marketing research for advertisers, agencies and import - export companies.

Frederic L. Ayer

The center is a partnership of K. G. von Stackelberg, owner of EMNID, German market research company, and Frederic L. Ayer, a founder and director of the recently established Business Research Ltd., Thailand public opinion and market research company. Dr. Ayer formerly spent five years as director of the bureau of psychological and educational research at Chulalangkorn University, Bangkok.

Rumrill to Finland for U.S.

Charles L. Rumrill, head of the Rochester, N. Y., agency bearing his name, will be a member of the first U. S. trade mission to Finland. Mr. Rumrill, who served as a member of a trade mission to Germany in 1959, spent the week of April 3 in Washington, D. C., for orientation before leaving on the six-week tour.

Remark Launched in Italy

A new market research company, Remark, has been established in Italy by Ken Gordon, British researcher who was formerly with C.P.V. Italiana, leading Italian agency. Remark, headquartered at Via S. Maria Fulcorina in Milan, will be equipped to carry out all types of market research. It is affiliated with the Swiss-based research organization, AES.

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Danes to O.K. Agency Commission, Outlaw Rebates to Advertisers

Agencies, Media Beat Advertiser Attempts to Share Discounts

COPENHAGEN, April 11—The Danish Monopol Tilsynet, or Monopoly Committee, is expected to approve a new agreement among advertisers, agencies and media continuing the agency commission system and outlawing rebating to clients.

The new agreement, negotiated over the past ten months at the suggestion of the Monopol Tilsynet, ends nearly a decade of disagreement.

From this long struggle the agencies and media emerge as victors, having withstood the demands by big and powerful advertisers for a slice of the commission paid to agencies by media.

■ The agency system in Denmark has until now been based on the principles that media give commissions only to recognized agencies; that no house agencies or space brokers can obtain recognition, which is reserved for appropriate agencies; that agencies do not rebate any commissions, directly or indirectly, to clients.

As a result of this system, agencies charged a fee for all materials, art work, research and similar services which were not subject to commissions.

This system, developed over 40 years, was written into media-agency agreements and insured the objectivity of the agencies. Neither media nor agencies wanted it changed.

■ But the Assn. of Advertisers, after several years of unsuccessful attempts to force publishers to allow a turnover discount to big advertisers, turned its guns on the agencies. In 1956, it opened negotiations with the Danish Assn. of Advertising Agencies, seeking an agreement which would give advertisers the right to share in the agency commissions received from media.

Agreement has finally been reached for the setting up of the Dansk Annonce-Udvalg (Danish Advertising Committee) to act as forum for discussion of principal questions among advertisers, agencies and media, including agency recognition; and the introduction of a new agreement between the advertisers' organizations and the agencies covering the remuneration problem.

This agreement recognizes the commission system as the basis of agency remuneration and provides that commissions belong to recognized agencies and shall not be rebated to any advertiser directly or indirectly.

Commission shall normally cover general information concerning media; outlines of both media and creative plans; space booking; ordering of blocks and matrices, but not the cost of blocks and matrices themselves; progress control; voucher checking; and billing the client.

Agencies are to bill advertisers for all other items at the net cost to the agency, plus a fixed percentage as a fee to cover overheads.

■ The new body, Dansk Annonce-Udvalg, will consist of representatives, each with one vote, of the following bodies: Copenhagen Newspaper Publishers, Provincial Newspaper Publishers, Social-Democratic Press Publishers, Periodical Press Publishers, the Advertising Assn., the Assn. of Advertisers and the Danish Assn. of Advertising Agencies. #

Super Selling? It Doesn't Go Far in Norway

OSLO, April 11—"The Norwegian market does not lend itself very well to hard-hitting and high-pressure salesmanship.

"About two-thirds of the population (3,500,000) are served by 8,000 small country general stores.

"It will not be advisable to run advertising and selling in Norway from 'Scandinavian headquarters' in another country."

These pungent bits of advice come from a Norwegian agency, Trygve Dalseg & Co., in its new booklet, "Advertising & Selling in Norway."

The Dalseg agency identifies itself as one of the 26 recognized agencies in Norway and one of the 16 based in Oslo. The 16 Oslo agencies have a combined billings of about $15,000,000, ranging individually from $200,000 to $2,200,000.

Dalseg places itself somewhere in the middle of this agency spectrum. Established in 1955, it billed $90,000 in its first year. In the past two years, billings have doubled to a total of $900,000. #

Norway Plan Keeps Commissions, Bars U.S. Agencies

OSLO, April 11—The agency recognition agreement worked out in Denmark parallels a similar agreement negotiated last year in Norway.

Effective last Jan. 1, agencies, advertisers and media in Norway began functioning under a system that reinforces the agency's legal role as an independent agent—independent of advertisers and media.

The Norwegian agency recognition system dates to a 1932 agreement between the association of agencies and the newspaper proprietors.

The magazines became a party to this agreement in 1955.

However, the entire system was opened for renegotiation last year with the entry of a fourth party—the Norwegian Assn. of National Advertisers.

■ In agency circles, it was feared at first that the advertisers would fight strongly for a basic revision in the commission system. However, the agreement finally approved establishes the agency commission with new force, since it now has the backing of the client group.

The new agreement recognizes that agencies receive their commissions from media and must not, under any circumstance, share these commissions with clients.

Advertisers seeking to place their business directly with media will not be granted the agency commission.

■ Other points stipulated in the agreement are:

1. Agencies must not have any interests in media, printing companies or other businesses which might interfere with their objectivity.

2. Advertisers are expected to pay fees for special agency services such as research.

3. A medium has the right to reject advertisements considered contrary to law or unethical.

■ The new agreement also raises protective walls to keep out foreign agencies—and this is a regulation common in the Scandinavian countries, where U.S. agencies are conspicuous by their absences.

Under the new codes, recognized agencies must be "a Norwegian firm," with "two-thirds of the capital in Norwegian hands and the majority of members of the board living in Norway."

In addition, foreign agencies are advised that they have the right to deal with Norwegian media "but not for Norwegian products and services." #

ALPHA ALPHA—*Greece's Keranis tobacco company has introduced a new cigaret brand, Alpha Alpha (aA), beginning with teaser campaign. When product was identified—as in this ad—the company used a saturation, all-media schedule: 18 radio stations, 40 movie theaters, 27 newspapers, 14 magazines, 40,000 posters. In the debut month Keranis spent an estimated $60,000, believed the biggest ad drive ever conducted in Greece. Alector Advertising Agency is handling the campaign.*

Finn Ad Spending in Each Medium to Be Studied

HELSINKI, April 11—A national survey of advertising expenditures is being conducted this year in Finland.

The survey is being made under the auspices of the Finnish Sales & Advertising Assn., through its research committee, headed by P. H. Taucher, president of the agency bearing his name.

The research work will be handled by the Business Research Institute, a subsidiary of the Helsinki School of Economics.

The last advertising volume survey conducted here was in 1954.

The survey will determine how much is spent in each advertising medium. A special point of interest will be the share garnered by television. Tv advertising began here in 1956 and its share of the total ad expenditure is estimated at 10%.

Finland is the only Scandinavian country permitting commercials on tv. #

Riley to Join Vance Fawcett

D. Patrick Riley will join Vance Fawcett Associates, Honolulu, as public relations vp, effective May 1. Mr. Riley is currently director of public relations of Hawaiian Airlines.

How Would You Crack the European Market?

(or increase your sales—if you're already there?)

We'll tell you a secret: It's no different there than here. You still have to get through to the signers-on-the-dotted-line.

How do you go about it?

There are several ways. Only one of them works *quickly.*

You could get yourself a good mailing list and write a letter everybody in the office thinks is a knock-out. It'll hit 'em between the eyes. You hope.

You *could* take a trip. Your wife would love to go along for the ride. And you're sure that somehow those inside introductions you're getting from Joe will get you through. Joe knows everybody.

This method may involve a certain amount of wining and dining, as well as travel expense. But it's deductible, isn't it?

In a Strategic Spot

Finally, you can send a precisely-worded ad message which, placed in a strategic spot, will get you inquiries. Now you *know* you're going places.

The strategy? Put your message in Europe's Monthly Economic Review which practically all Europe's top business, industrial and government officials regard as an absolute must. Why?

A Continent-Wide Picture

Because the Monthly Economic Review's charts, tables, trend lines, production figures, sales reports—give its readers a continent-wide picture of the complex economic conditions *that affect them* . . . information on money, credit, wages, prices, costs.

The M. E. R., routed around offices, averages four persons per copy among presidents, chairmen, v.p.'s and g.m.'s.

The Monthly Economic Review actually goes to top business men *all over* Europe, and to North Africa and the Middle East, too. In Switzerland alone some 58 banks receive it.

The MONTHLY ECONOMIC REVIEW

is published as part of the European Herald Tribune. The ad rate is $1 a line—$1.10 for financial. Write or call the New York office for a copy—230 West 41 St., New York 36, PE 6-4000.

✻ *51 firms make 94.5% of the country's transportation equipment* ✻ *only 8 rubber companies produce 89.5% of the nation's rubber* ✻ *42 companies do 89.1% of the petroleum and coal business* ✻ *42 firms manufacture 84.3% of all U. S. electrical equipment* ✻ *51 companies produce 74.4% of the nation's primary metals* ✻ ✻ ✻ *Concentration!* ✻ ✻ ✻ *While there are some 4.6 million firms of all kinds in the country, only 18,770—less than one-half of 1%—account for three-fourths of the total manufacturing output.* ✻ *And 77.1% of Fortune's manufacturing circulation is in these top 18,770 firms. Concentration among management executives is one reason why* **FORTUNE** *gets results.*

Interest in Audit Bureaus Increases Overseas, ABC Finds

The Audit Bureau of Circulations currently is conducting a study of auditing services in foreign countries. A full report of the study will be made in June to the ABC board of directors by Alan T. Wolcott, president.

In connection with its annual international issue, Advertising Age *asked for and received the following information from ABC on the overseas auditing picture:*

Organized in 1914, the ABC is the oldest of the audit bureaus serving the U.S. and Canada, and with nearly 4,000 members, it is the largest and most universally recognized. Members of the ABC board and management staff have given assistance to interested individuals in foreign countries for many years.

There is no auditing bureau in Russia. The Asociacion de Anunciantes de Cuba, Havana, ceased operations shortly after the revolution in that country.

ABC finds that circulation verification is growing in importance to the advertising and publishing industry in most parts of the free world.

The ABC study disclosed that the earliest foreign circulation auditing organization was the Dansk Oplagskontrol, founded in 1930 in Denmark. An audit bureau was organized in 1931 in Great Britain, and in 1932 in Australia.

■ Other audit bureaus are currently operating in Belgium, France, West Germany, India, Japan, Philippines, South Africa, Sweden, Argentina, Finland, Holland and Norway. Private circulation audits are provided on a regular basis by companies in Mexico and Venezuela.

Most of the foreign circulation audit bureaus have a tripartite board of directors (like ABC), but most do not maintain a staff of trained field auditors. In England, circulation audits are an adjunct of annual financial audits. Financial auditors supply the audit bureau there with total circulation sales figures for each publication. Circulation data, other than total sales, are available only on specialized trade publications.

In Germany, the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbetragern e.V. provides circulation reports on newspapers, outdoor boards and films. Newspaper reports are published quarterly, with the publisher as the source of the information. The bureau audits the location and installation of outdoor signs every three years, using local municipal road officials as "auditors." Theater owners provide the bureau with attendance figures annually, using tax receipts as proof for their figures.

■ In several countries, audits are made only when a member questions the accuracy of a publication's circulation statement. When this happens in Belgium, for example, the publisher hires an auditor and the audit is made with a representative of another (noncompetitor) member and the managing director present as observers.

Tidningsstatistik AB, Solna, Sweden, started in 1937 as a service provided by an advertising agency. It developed into a circulation auditing association, under a tripartite board, in 1942.

In many respects, this organization goes beyond the immediate responsibility of circulation auditing, and in many respects it serves as a combined ABC and Advertising Research Foundation.

■ Tidningsstatistik provides for the verification of circulation totals, carries out advertiser-media research programs on a regular service basis, and accepts and carries out special assignments and studies on market and media data. As a regular part of its service, the Swedish bureau includes social and economic data on subscribers in its circulation reports.

By North American standards, most of the foreign circulation audit bureaus are publisher oriented. He hires the auditor, if an audit of the circulation records is to be made. In cases where audits are not actually made, the auditing organization relays to advertisers and advertising agents circulation information supplied by the publisher. While most of the bureaus operate under a tripartite board, representatives of media buyers are usually in the minority.

Generally, according to ABC, advances by U.S. and Canadian companies in the field of international marketing and their dependence on circulation facts have served to emphasize the need and build the importance of foreign audit bureaus. U.S. and Canadian publishers operating in foreign countries have also helped to change publishing attitudes toward the values of industry-sponsored circulation audits. #

NEW
MADE IN U.S.A.
FIRST AND ONLY AMERICAN EXPORT PUBLICATION FEATURING NEW PRODUCTS EXCLUSIVELY!...
- Reaches over 30,000 key buyers in 140 countries
- Issues for both consumer and industrial products
- Published in ENGLISH, FRENCH, GERMAN, PORTUGUESE and SPANISH
- Fast distribution
For complete data, write . . .
TRANS-OCEANIC
PUBLISHING COMPANY, INC.
148 STATE ST. • BOSTON 9, MASS.
TRANS-OCEANIC

Fairchild Int'l Division Set

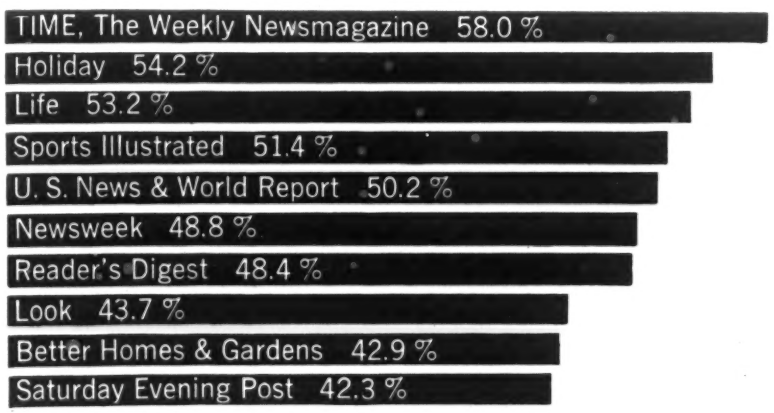
The Fairchild Camera & Instrument Corp., Syosset, L. I., has changed the name of its international division from Du Mont International Division to Fairchild International Division. The division will be responsible for the worldwide marketing of all Fairchild products, including those produced by its Allen B. Du Mont Laboratories division. Heading up the division is Ernest A. Marx, general manager, with headquarters in New York.

Britannica Promotes Harden

Kenneth M. Harden, sales vp of the western division of Great Books of the Western World, has been named senior vp of nationwide sales. The 54-volume set is published by the Encyclopaedia Britannica in collaboration with the University of Chicago.

TIME is the shape of the imported car market

Circulation concentration in the top 100 counties for
IMPORTED NEW CAR REGISTRATIONS



All percentages based on R. L. Polk & Co. new-car registration data and latest available publishers' reports. TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Newsweek (3/23/59) • Reader's Digest (April 1959) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

In the 100 U. S. counties that account for 56.7% of all imported new car registrations, TIME delivers 58% of its circulation —a higher concentration than any other magazine of over 500,000. Not surprising. The kind of educated, open-minded, well-off and on-the-go young families who read TIME are just naturally the nation's best customers for imported cars. And a new study of imported car buyers confirms it: they vote TIME their first choice magazine.

TIME

TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES

French Ad Volume Shows Sharp Rise to $350,000,000

PARIS, April 11—French advertising volume picked up sharply in 1960.

Total expenditures for the year are estimated at $350,000,000, compared with $300,000,000 in 1959.

Contributing to the surge was a spate of institutional advertising by leading French corporations, many of which had previously ignored this kind of promotional activity.

Leading French agencies naturally benefited from the expansion in ad volume. Virtually all of the top-ranking shops posted billings gains for 1960. Still on top of the heap, with billings of $14,000,000, is Marcel Bleustein-Blanchet's Publicis.

France's top five agencies:

	Billings	
	1959	1960
Publicis	$12,000,000	$14,000,000
Elvinger	10,200,000	8,000,000
R. L. Dupuy	10,000,000	10,000,000
Synergie	9,800,000	8,600,000
Sodico	8,600,000	7,600,000

The expansion of the French economy can be seen clearly in statistics recently compiled by Publicis from government sources. In 1953, there were 21 automobiles for every 100 French households; today there are 30. In 1954, there were 71 radios per 100 households; today there are 83. In 1954, there was one tv set per 100 households; today there are 13. Over the same period the penetration of refrigerators and washing machines per 100 households went from 7 to 25 and from 7 to 24, respectively. #

MISSILE ROCKET BALL POINT PEN
Make Your Give-Away or Premium Offer a Perfect Shoot

An Exact Minature Rocket
New, different, exclusive, low cost. Write for quantity prices and sample today. With or Without Imprint.
R-W CORPORATION
22849 Ventura Boulevard Woodland Hills, California

Gonzales Leaves 'Digest' to Join 'Asia Magazine'

Arturo F. Gonzales Jr., formerly advertising promotion director for the international editions of the *Reader's Digest*, has been appointed creative director of the *Asia Magazine*, new international weekly to be launched Oct. 1 (AA, April 3). Mr. Gonzales, who is currently on a 'round-the-world tour for the magazine, will later spend two months in the New York sales office before moving to publishing headquarters in Hong Kong.

Nichols-Cumming Tells Billings

Nichols-Cumming & Staff, Australian agency, headquartered in Melbourne, billed $3,000,000 in 1960, compared with $2,250,000 in 1959. The agency, which reported that its profit increased 60% during the year, added Commonwealth Motors, Pye Radio, Polaroid, Beecham's Eno and part of Nabisco. Newspapers and magazines took 41% of billings, television 48% and radio 11%. The agency has 75 employes in two offices and looks for a 20% volume gain in 1961.

Chavez-Siqueiros Opens

Chavez-Siqueiros International Co., consultant in radio and television, has been established in El Paso, Tex., specializing in planning and counseling in Spanish-language media in Central and South America, Mexico and the U. S. Founders are John Chavez, former owner and general manager of KIZZ, Spanish-language radio station of El Paso, and John Siqueiros, former sales manager of KELP, El Paso radio station.

Kentucky Cuts Billboard Sizes

The Kentucky state highway department has reduced the size of outdoor signs on interstate highways from 1,250 sq. ft. to 150 sq. ft., effective May 3. The department also dropped a regulation which prohibited the location of outdoor posters in commercially or industrially-developed areas, which was adopted last August.

Steering Unit Set to Establish Int'l Marketing Federation

CHICAGO, April 11—Groundwork for an International Marketing Federation was completed in Rome last month by delegates from 15 marketing organizations.

Vance Lockhart, executive director of the American Marketing Assn., said this week that the group hopes to become operational by Nov. 1.

AMA delegates who attended the meeting with Mr. Lockhart were Donald Longman, vp for marketing research of J. Walter Thompson Co., New York, and T. W. Kober, of Vickers & Benson, Toronto.

Mr. Longman was named to the steering committee which will guide the group until the various associations ratify the constitution and elect officers.

The IMF will have associations, rather than individuals, as members. The international group is designed primarily for the purpose of exchanging marketing information and knowledge.

Mr. Lockhart is serving on a committee to establish a newsletter, and Mr. Kober is on a committee to establish reciprocal membership privileges among the various associations. Also established were committees on terminology and on developing international trade statistics.

■ Groups which attended the March 20-24 meeting were from Japan, Philippines, Mexico, England, Sweden, Germany, France, Switzerland, Greece and Italy. The European Society of Marketing Research was also represented. #

Wool Bureau Names Two

Grace Van Dyke, a member of the advertising and promotion staff of the Wool Bureau, New York, has been named advertising and promotion coordinator. Sam Klein, formerly director of information and research of Gebbie Press, has been named publicity coordinator. They are assuming duties formerly handled by Dick Detweiler, now manager of the pr department at Batten, Barton, Durstine & Osborn.

'Boston Globe' Hikes Price

The *Boston Globe* increased the price of its morning editions at stores, newsstands and street vendors to 10¢, effective April 10.

your ads in the Yellow Pages
sell her when she's ready to buy

No matter what market your advertising is designed to cover, the Yellow Pages completes your *advertising-selling* job. Your *selling* message in the Yellow Pages will reach your "ready-to-buy" prospects . . . and will help them decide *what* and *where* to buy.

With National Yellow Pages Service, you can cover your precise markets by choosing any combination of 4,000 directories across the country. And one contact, one contract, one monthly bill cover your entire program.

To find out more about this Yellow Pages service that will make your regular advertising pull more results, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL

NATIONAL YELLOW PAGES SERVICE

the new Commodore!

Ask about the handsomely decorated and magnificent new Windsor Ballroom and smaller suites for all your functions, large or small.

Heart-of-New York Location!

Between U.N. and Theatre Districts; minutes from the Coliseum, Madison Square Garden, shops, night spots. All transportation at door. Close to Rail and Air Terminals; right at Grand Central, near Eastside Airlines Terminal.

Easy to reach by Car!

Private Motor Entrance... uncongested, traffic-free.

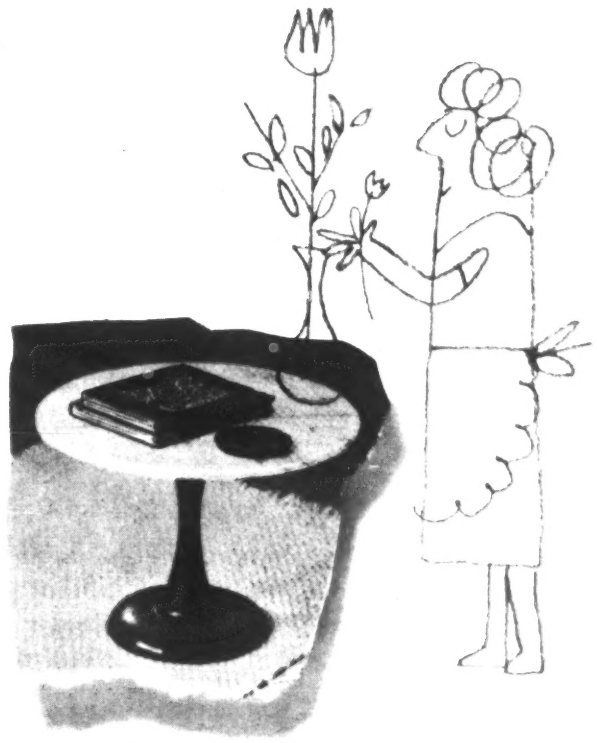
2000 Modern Rooms and Suites!

All outside with private bath

FOR RESERVATIONS, WIRE, WRITE OR CALL:

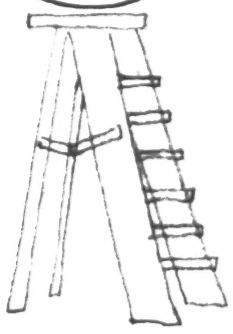
HOTEL Commodore
42nd St. at Lexington Ave.,
New York 17, N. Y. MU 6-6000

Copyright Fawcett Publications, Inc., 1961

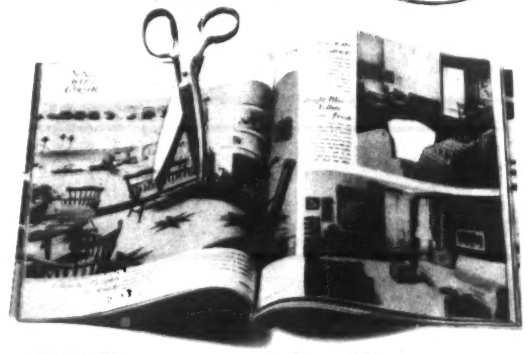


nothing moves a woman like an idea that's

usable



Window dressing. Like a living room the size of a football field and the teak panelled maid's room. You see so much of it in the home furnishings pages of some women's magazines. Fine for the upper-upper decorator set, but how about the active young families with average homes? Where do they fit in? They fit right into the *realism* of Woman's Day, where decorating ideas—as well as ideas on everything else that concerns today's busy young woman—are practical, *obtainable*. That's why Woman's Day naturally attracts a higher concentration of young married women with young children than McCall's, Good Housekeeping and Ladies' Home Journal. That's why each month more than five million women look forward to it, trust it and use it, eagerly go out to buy it.



The force of Realism in the woman's service field

Woman's Day

A FAWCETT PUBLICATION

FOR THE SECOND YEAR IN A ROW J & F PICKS SI FOR MVP* HONORS

*"Most valuable publication," of course

After more than a century as a manufacturer of private–label men's apparel, Joseph & Feiss decided to market their product under their own brand name—J & F. How to enlist retailers' support of the policy change? Where to advertise to the general public?

The solution to both questions: SPORTS ILLUSTRATED.

In advance of last year's annual Baseball Edition, retailers received the J & F color gate-fold spectacular which appeared in it. At the season's opening, SPORTS ILLUSTRATED arranged publicity, display, promotion, and personal appearances for major league stars at J & F retail outlets.

The results: Joseph & Feiss sold out, well before the gate-fold advertisement appeared; the retailers sold out, when it appeared. Naturally J&F came back again in the Fall, and again this Spring (with the advertisement you see here).

J: *"Some ball-team: Kodel polyester, Pacific and J&F Season-Skipper."* F: *"What a batting average, you wear our J&F Season-Skipper suit 12 months of the year."*

Pacific

This kind of response from retailers and readers is understandable when you look at the 950,000 families SPORTS ILLUSTRATED reaches each week. They're young (median age, head of household—42); well-off (median household income—$10,835). The average man of the house owns 8 suits, 3 sports jackets. 87% are in business or the professions; of those in business 66% are already executives, managers or department heads. 32% belong to country clubs.

Moreover, sport has logically proved itself to be a potent merchandising force to such men. In total pages of men's wear advertising SPORTS ILLUSTRATED was 2nd among all magazines in 1960.

This also explains why SPORTS ILLUSTRATED, reporting the most compelling, colorful, and personal of people's enthusiasms, is the right place to advertise almost any contemporary product or service. In 1960, SI stood 5th among all magazines in the land in pages of consumer advertising.

Advertising Age

Feature Section

Libraries Can Be Big Help to You

Biz Quiz Is No Whiz

Kansas City Star Suit—Diamond

Rosser Reeves 'Reality' at Work—McMahan

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Fast-Moving Parts Hike Wear-Out Rate . . .

'Planned Obsolescence' Is Not Conspiracy; Price, Changing Tastes Are Key, Says Designer

Best-seller authors who accuse advertisers of designing their products to wear out fast so the public must buy more are refuted with a neat array of arguments in a booklet issued by Lippincott & Margulies, New York industrial design house. Manufacturers, says L&M, put all the quality they can afford into the product, whether it's an appliance or an auto, at prices that will "meet the goals of mass sales in a highly competitive situation." The booklet, which has something to say in defense of style changes, too, is reproduced here in large part.

Somewhere along the line "obsolescence" has become a dirty word. This is a shame. For two reasons.

The first is a semantic reason, and simply stated: "Obsolete" is not now and never has been synonymous with "useless"—which is the connotation the critics of obsolescence have somehow managed to give it. A vacuum cleaner may do a more effective cleaning job than a broom, but this does not mean that all brooms automatically lost their usefulness the day the vacuum was invented. In short, the birth of a new product may *add* something; it does not subtract one iota from any existing capability.

■ The second, and more important reason we are sorry that obsolescence has somehow been equated with "bad" is that obsolescence is clearly the hallmark of any free and expanding economy. This requires a little elaboration.

Where production and distribution are controlled by the state—or, as in some European areas, by a-là-cartel arrangements—product obsolescence takes place slowly, if at all. In any case the customer has little to say about it; his choice is a blunt take it or leave it.

A free economy, however, puts eventual control in the hands of the customers. Over the long run, by opening and closing their purses, they determine what kinds of products remain on the market. If they are able to afford, and happen to desire new things (as American consumers do)—and if manufacturers are willing and free to supply them (as American manufacturers are)—the result is a continuing flow of new products. Inevitably, existing products become obsolete in the process. If this is bad, then the basic premise of U.S.-style capitalism is bad. We doubt that even Vance Packard would take this position.

■ In sum, the U.S. consumer's restless desire for change—and his constant searching for the things that represent, *in his mind*, a rising standard of living—is symptomatic of our still-expanding, competitive economy. Under our system, the alternative to obsolescence is stagnation.

This may sound as if we at L&M were defending obsolescence in all its forms. Not so. We are as firmly opposed to some kinds of obsolescence as Mr. Packard is opposed to the whole idea.

Obsolescence Can Be Phony

We are, for example, opposed to "phony" obsolescence, which we define as the doctoring up of an existing product with chrome gewgaws and meaningless gimcrackery in attempt to make last year's model look "new" to the unsuspecting customer.

We are not, however, opposed to this practice on ethical or moral grounds. Rather we are against it for the far more persuasive reason that, in the long range, it just isn't good business. Barnum may have been right when he suggested that there's a sucker born every minute, but it is equally true, as Anonymous pointed out long before Barnum, that "once bitten is twice shy." Today's buyers are more discriminating than ever. They are wary of the "New!" that is just the old with a fresh paint job, and the "Improved!" that represents no discernible change.

■ In sum, we feel that the quickest way to a short product lifespan is to underestimate the common sense of the consumer. Phony obsolescence does just that, those who engage in it are (in *Fortune* magazine's words) "sacrificing tomorrow's reputation to today's profits."

That the practice still goes on is probably best explained, if, indeed, it can be explained at all—by the fact that there exists among manufacturers a strange sort of monkey-see-monkey-do compulsion which leads to a vicious circle of copy-catting. Let one leading manufacturer come out with a refrigerator with squared-off corners, and before you can say "two-seventy-nine-ninety-five" every other maker squares off his corners too. This is designing for the competition —to be "one of the boys." It is not designing for the product, nor for the product's customers.

■ Another kind of obsolescence we are against—if, indeed, it exists—is "built-in" obsolescence. This, as Mr. Packard implies it, involves the *deliberate* under-engineering of parts and components of mechanical or electronic equipment so as to give the product a pre-determined (and short) lifespan.

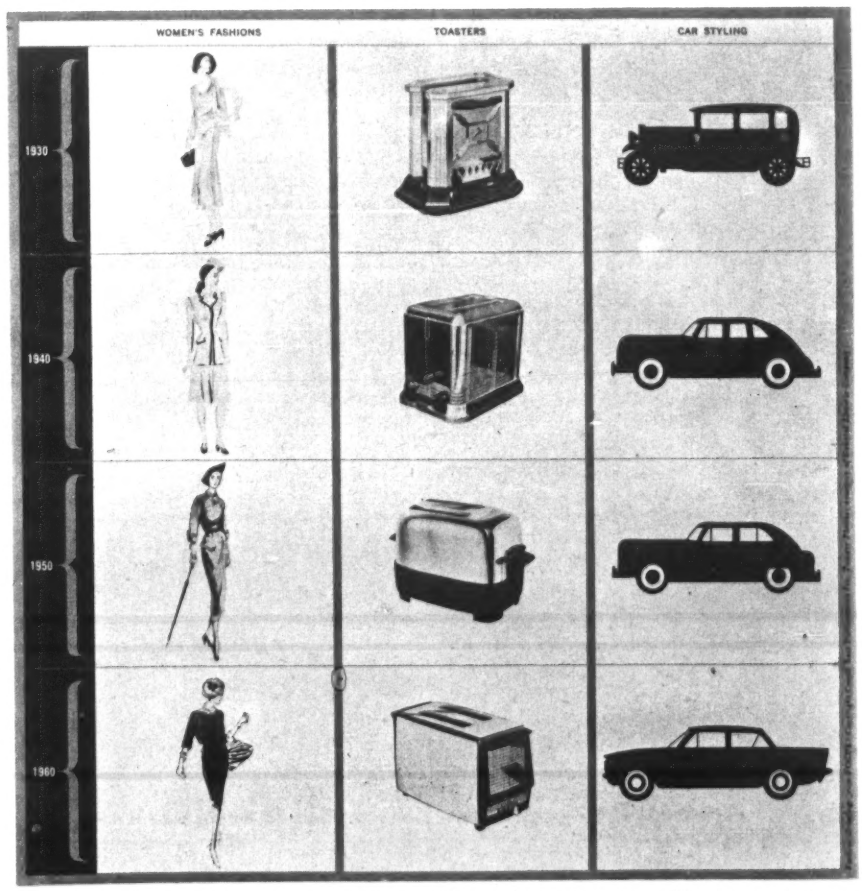
In the first place, we don't think this goes on—at least, not as a deep, dark, deliberate conspiracy by manufacturers against the consumer. Today, when real product differences are getting harder to find, and competition getting tougher by the minute, it would be corporate harikari for any manufacturer to intentionally downgrade the quality of his product in search of a fast buck. Just as no consumer in his right mind would choose a poor product over a quality product, *if the price on each were comparable*, no sane manufacturer would choose to market a product with a short and trouble-plagued lifespan if, *for the same price*, he could produce one that would give long and happy service.

Price Tag: Tough Rap to Beat

The stumbling block is the price tag. If the product is a Rolls-Royce, the maker can afford all the quality that goes with its $13,995 price tag. Indeed, he can afford no less. But if the product is a portable tv set that must go to market wearing a $139.95 price tag in order to meet the goals of mass sales in a highly competitive situation, the maker is automatically limited in how much he can spend for quality.

This is true of most mass-produced products. Manufacturers, if they are to survive and prosper (and this, after all, is management's prime responsibility) must inevitably tailor their engineering to meet the inexorable economics of production and marketing.

To blame the manufacturer for doing this, is to beat the wrong horse. It would make as much sense, perhaps more, to blame the consumer for buying to a price



STYLE CHANGES: CYCLICAL PATTERN?—*Toaster and car silhouettes, says Lippincott & Margulies, suggest a return today to something like the "squared off" look of the late 1920s and early 1930s as we approach a period of more ornate, richer, warmer design and the cycle swings back from the severe, sparse lines of late.*

standard, instead of being willing to pay the premium that quality demands.

■ Our hunch, however, is that the notion of "built-in" obsolescence originated among people with short memories. There are, in fact, few major products whose useful life—*measured not in time owned, but in hours of work performed*—is not greater today than when they were first placed on the market. One case in point (as regards maintenance only) was reported in *Business Week* for October 22, 1960: Service calls on 1960 Frigidaire refrigerators are running 61% below comparable 1948 models. 1960 washing machines do even better—76% below 1948 models.

So far we have defined the two kinds of obsolescence we are opposed to: "phony" and "built-in." To flip the coin, we are all for two other kinds: "functional" obsolescence and "style" obsolescence.

Functional obsolescence occurs when a real improvement in the way a product performs its job is brought about through the development of new processes, or ways of doing things. One good example this year is Chrysler Corp.'s new "Alternator"—a device that will charge your car's battery even while the engine is idling. This significant advance may render the conventional generator obsolete, just as the mechanical refrigerator rendered the ice box obsolete, but surely no one would claim that this is a "bad" thing. Everybody benefits except perhaps the competitive manufacturer who has been caught napping in his research and development department. But that, as they say along Madison Avenue, is the way the marketing meat ax minces.

No Letup in Changing Taste

Unlike functional obsolescence, which no one really opposes, style obsolescence is the storm center around which most of the pro-and-controversy about "obsolescence" rages. Our position as designers and marketers is simply that so long as the tastes of people are subject to change, style obsolescence is inevitable.

The fact that tastes do change is no news. Wigs and lace cuffs were once *de rigeur* for gentlemen. Mid-Victorian gingerbread was once the rage in houses and furniture. The "streamlined" appliances of the 1930s look strangely out of date today. And it is a safe bet that another generation will look back on the "Best Designed Products of 1960" and think them somewhat quaint.

■ The main difference between taste changes now and a century ago is that the changes today come at a much faster rate. In part, this can be blamed on mass-production and its opposite number, mass consumption. But even more basic than these is the fact that products wear out faster now than they used to.

Unlike a spinning wheel, or a scythe, or a scrubbing board, many of today's products are made up of fast-moving parts—which get faster-moving all the time. Today's cars are expected to *cruise* at speeds which represented maximums only a few years ago. Even with the best engineering and components, the inevitable result of this ever increasing mechanization has been an increase in the "wear-out rate." This, in turn, has meant more frequent replacement, which, to bring the wheel full circle, has increased the tempo with which changes in taste can be reflected in the marketplace.

To put it as a theorem: the rate of style obsolescence is directly proportional to the durability of goods. This is a vital point, and one which the critics of style obsolescence tend to overlook.

■ Another point consistently ignored by the anti-style-obsolescence group is that, Paris fashions notwithstanding, "style" is not something that manufacturers and designers have forced down the throat of the consumer. Rather it is the outward expression of people's inner needs and desires, and as such it represents a potent "third force" working to influence the destinies of products.

To cite a classic example, the Airflow Chrysler of 1934 represented an undeniable advance in automotive engineering, and its design conveyed this "new" message in styling unlike anything else on the road. In spite of this, the Airflow flopped with a crash that shook Detroit to its assembly lines. Its singular non-success, unquestionably, was due to an unfortunate miscalculation of what the taste of the public was ready to accept in automobile design.

■ Similarly, America's first postwar compact car, the "Henry J" of 1950 failed, we suspect, because the U.S. public—still reacting against the years of making do and cutting corners—was in no mood for a car that represented minimums. They were, in fact, ready for all the gadgets, the power and the bigness that were to come in the middle Fifties.

A third case in point is the Edsel—really the Airflow example in reverse. Here, a public that was ready, willing and able to buy something spectacularly new in automotoring was offered, instead, a car that was very little different from anything else then coming out of Detroit. Result a resounding no sale.

If Airflow, Henry J and Edsel prove anything at all, they prove that consumer tastes, as reflected in their preference for products, *change without coercion* on the part of the manufacturer, or the designer. The most (and indeed the best) that any manufacturer can do is to try and plan his product to meet the existing taste criteria of his market. This calls for a keen sense of timing—plus, obviously, a capability in product development and an awareness of the importance of design.

Taste Is a Segmented Market

If it is true that timing design and product changes to meet the ever-shifting taste patterns of the public is an important ingredient in product success, what about those products that don't change from year to year? To stay within our automotive frame-of-reference, how come the success of the Volkswagen in the American marketplace?

The answer is found, we suspect, in the composition of the U.S. consumer market. To oversimplify the picture, we see it as a segmented market with two main groups dominant:

1. A minority group composed of those consumers who seek *functional utility* in products, and to whom style changes are a secondary consideration.

2. A larger group composed of people who are primarily interested in being identified with "new" things, and to whom style changes are of great importance.

■ Curiously, Volkswagen finds its customers in both groups. It appeals to people in Group 1 because it satisfies their needs in terms of function and utility, and it would be a mistake, *in terms of their needs*, to change model styles every year. It also has a strong appeal to people in the second group. They buy Volkswagen because to them it represents a "new" thing, and a different style. However, because their interest span is short-lived, they are likely to be poor prospects for repeat sales.

In short, the annual model change is just plain smart marketing for some products. For others it would be as wrong as putting tailfins on a Rolls-Royce.

Understanding the basic forces that shape consumer taste—and hence consumer buying habits—is clearly a prerequisite to all sound product planning today. When taste shifts took place slowly over a century or more, management could easily shift production gears to meet the trends. But now that tastes can shift once, twice or—in the case of women's fashions—ten times in a single decade, the job of predicting taste is anything but simple. Compounding the problem, it is also far more important to be right now than fifty years ago; launching a new product today is a multi-million dollar investment. #

Just Ask the Librarian . . .

What Libraries Can Do for Advertising

Libraries, whether they are public or part of an advertising agency, offer invaluable resources and services to nearly everyone in the communications field. This article, prepared expressly for Advertising Age *by the American Library Assn., points out some of the library services and the value of learning about good library usage. We think readers will find it interesting, and particularly timely, as April 16-22 is National Library Week.*

An advertising agency in a major midwestern city was hard pressed to locate a needed illustration for an important client—a picture of a cable lying on the floor of the ocean with fish swimming by. No amount of digging at the agency would have produced it, but a quick trip to the local public library unearthed exactly what was needed.

In Florida a large real estate firm wished to expand operations into the Caribbean and asked its agency to prepare a campaign—on a limited budget that precluded any expensive tours. A reference librarian at a local library compiled much of the necessary information and helped steer the researcher onto other materials.

■ The Los Angeles Public Library has extensive collections on electronics, the aircraft industry, early Hollywood or California style living—a style that swept the country and one that has undoubtedly given many an agency anxious moments.

More and more advertising agencies are learning the value of good library usage, of maintaining their own libraries, and of developing good relations with the local libraries and librarians. The library is like a mother lode of ideas, and ideas are gold to an advertising agency.

■ At the same time the nation's librarians are extending themselves to help the agency in need. To librarians, the advertising agency is a valuable member of the business community and, as such, frequently merits special attention. Practically every big city public library today maintains a special library branch or an extensive business collection. The trained professionals on the staff are there to give extra attention to the needs of business.

As might be expected, the efforts at mutual cooperation have reached gigantic proportions in New York. Since 1956 the Advertising Club of New York has maintained a library committee, and round-tables with local librarians have been conducted monthly. Originally formed at the suggestion of Elon G. Borton, then president of the Advertising Federation of America, the committee was composed of Frank E. Fehlman, a past president of the Advertising Club of New York, as chairman, Arch Crawford, then president of the Magazine Publishers Assn., and Henry Obermeyer, vp of Bozell & Jacobs. Benefits to the advertising fraternity have been substantial—and the libraries have benefited, too.

The Brooklyn Public Library has received $500 for the purchase of books on "advertising and related subjects," and New York Public Library has received $1,000.

How do the Advertising Club of New York—and the ad fraternity in general—benefit?

■ Frank Fehlman says: "There are 65,000 volumes in the Brooklyn business reference library alone—between 9,000 and 10,000 on marketing. It takes 27 minutes to get to the Brooklyn library from Times Square by subway and a wealth of information on any subject awaits you. It doesn't cost a nickel. I don't care what it is—market research reports on Texas or on Tennessee—it's there. All you have to do is ask the librarian."

In November, 1960, the adclub dedicated its new 700 volume reference library, established with the assistance of the local librarians. Assistance and cooperation, however, go beyond this. One way that the library can be of service to advertising agencies is in researching material on unfamiliar areas. The Brooklyn Public Library does a heavy volume of business in its foreign telephone listing department. Further service has included preparation of dossiers on prospective foreign customers, showing annual sales, suppliers and other information that can give advertising agencies an insight to the market. Answers to questions are available frequently by telephone.

How many drug stores in Chicago? Who are the leading publishers in West Germany? What is the ratio of blondes, brunets, and redheads in this country? These are some of the business inquiries answered by the library.

Minneapolis Public Library is strong on local history, maintains an excellent photo collection, publishes an up-to-date list of executive reading. More than 10,000 telephone inquiries per month are handled there.

Some libraries will assign personnel to

WHAT MAKES GOOD HOUSEKEEPING DIFFERENT FROM ANY OTHER ADVERTISING MEDIUM?

MIRRO

MIRRO ALUMINUM COMPANY

MANITOWOC, WISCONSIN

December 20, 1960

Mr. Robert Rose
Marketing and Sales
GOOD HOUSEKEEPING
11 North Wacker Drive
Chicago 6, Illinois

Dear Bob

I am sure that both you and GOOD HOUSEKEEPING must be aware of the high regard in which we hold your Guarantee Seal. It occurs to me, however, that a review of the variety of uses to which we put it, and the breadth of its influence in the merchandising of MIRRO Aluminum cooking utensils and electrical housewares will be enlightening.

MIRRO has been advertising its products in the pages of GOOD HOUSEKEEPING for more than 40 years, without interruption. This may not be a record for staying power and consistency among your advertisers, but I have an idea that it doesn't miss by very much.

During that time, of course, we have submitted a stream of products to your test kitchens and laboratories, in order that they might be qualified to use your Seal. Our business growth, we feel, has always been dependent upon the development of new MIRRO products and each one of these has survived your testing processes.

As to the use of the Seal by MIRRO, perhaps the most impressive fact is that every MIRRO label, on every MIRRO utensil and appliance, carries the Good Housekeeping Seal. Since we produce millions upon millions of units a year, this in itself represents a considerable exposure.

All of our national advertising, in your magazine and others, invariably reproduces the Seal, as does most of our advertising to the trade.

Much of our point-of-purchase display material is also identified with the GOOD HOUSEKEEPING Guarantee Seal.

Direct mail pieces, mailed by the millions yearly, also carry the Seal.

Much as we like you and GOOD HOUSEKEEPING, we are not giving this tremendous exposure to your Seal for your benefit. We give it the use of our space, in all these many ways, simply because we know that it is to our benefit to cash in, in this way, on the consumer acceptance of and belief in GOOD HOUSEKEEPING and the integrity of its Guarantee.

Sincerely

Bob

R. L. Pritchard
Advertising and
Public Relations Director

HMO

COOKING UTENSILS · ELECTRIC HOUSEWARES · TOYS · GIFTWARE · PRODUCTS FOR OUTDOOR LIVING AND RECREATION
BOATS · PORTABLE UTILITY HOUSES · FOIL · STAMPINGS · FORMINGS · ROLLED SECTIONS

SALES! POINT OF PURCHASE POWER! BUILT ON BELIEVABILITY!

That's what makes Good Housekeeping different and that's what makes it a great advertising medium.

GOOD HOUSEKEEPING
Magazine and Institute/A Hearst Magazine

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

work with agency researchers to help them track down material, and in some cases will prepare a capsule summary of the research and a bibliography. Occasionally a telephone inquiry involves extensive research. Francis St. John, chief librarian at Brooklyn, recalls an instance where an agency needed a quick answer on whether there was any country in the world that would object to the use of an elephant as a campaign symbol. Considerable digging went into the answer, which was that there were none, and the agency launched a worldwide campaign on the basis of that research.

Generally speaking, however, the best bet is for an agency to establish its own library, specializing in the type of information that fits the agency's clients.

Edward G. Strable, librarian of J. Walter Thompson in Chicago, puts it this way:

"In most cases, the public library, or special libraries like John Crerar, a Chicago science library, simply aren't equipped to work at deadline speed, a frequent requirement in the advertising business. Our library is geared to it."

Mr. Strable, a former assistant at the Chicago Public Library, is able to skirt the time problem in making extensive use of the collection there. And, because he is known to the staff, he is given free rein.

■ He urges agencies to employ specialists in research because they not only can work faster but are more thorough. In agencies where copywriters, artists, and others do their own research, he suggests that they learn the collections of the libraries in their communities.

"They should talk to the librarians and learn the strengths of the individual collections. College and university libraries are available, in many instances, by paying a minimum quarterly fee. In Chicago it amounts to about $15 a quarter."

Another good bet for research and quick answers are trade associations when agencies are searching for data in a particular field. Advertising representatives of the trade journals are helpful, too, Mr. Strable maintains.

The agency researcher should establish a "person-to-person" relationship with librarians in his community.

"It's just good human relations, and it might mean that little bit of extra service in time of need," he adds.

Regardless of how the agency uses the facilities available to it, an agency library should be developed, and it doesn't always require the services of a professional to do this.

At JWT in Chicago new employes are greeted with a mimeographed pamphlet which explains the services available from the Chicago office's library.

■ It points out that the library, "on order," will gather materials on a product or a campaign, whether it was conducted by JWT or by a competitor. Other areas of assistance include picture searches, reading suggestions (drawing on other libraries as well as JWT's), and book and magazine purchasing. In addition, the library publishes a daily JWT "Library Flash," a single page newssheet which summarizes business news and trends.

Included in the JWT collection are books, magazines (approximately 500 titles), newspapers, competitive advertisements, data files, Chicago office research reports, product histories, business, financial and commercial services, and maps.

■ Many of these services can be found at the public library. The small agency in need of media or product research, investor studies, overseas climatic conditions, salary scales, economic reports, and the like will find the public library helpful. Brooklyn, for example, expects to put an additional $200,000 into its business collection in the next two years.

The explosion of knowledge affects the advertising field as much—or perhaps more—than other business or profession. The increased need for accuracy in specialized fields requires thorough research if high standards are to be maintained.

Libraries, on the other hand, realize the communications industry is a wonderful ally, and they're doing their best to improve service in this direction. #

BIZ QUIZ

Compiled by Lester Leber

WARNING! These aren't easy. Nobody is likely to know all the answers. But a well-informed adman should get at least a dozen right. You'll find the answers on Page 132.

1. Of total space in weekday newspapers the portion devoted to advertising is
   (A) 20% (B) 40% (C) 60%
2. Number of Sunday newspapers that have reached a million circulation are
   (A) 6 (B) 33 (C) 60
3. One of these three media showed a decline last year in investments by America's top 100 national advertisers:
   (A) Sunday supplements (B) Network tv (C) Magazines
4. Since World II magazine advertising's cost-per-thousand of circulation has
   (A) Declined (B) Remained static (C) Risen
5. Both *Playboy* and Huntington Hartford plan to publish magazines in the same field, namely
   (A) Automobiles (B) Physical culture (C) Show business
6. Over the last few years largest tv audiences have been attracted by
   (A) "Ed Sullivan Show" (B) "Untouchables" (C) "Gunsmoke"
7. Most active sponsor for radio and tv coverage of major league baseball is
   (A) American Tobacco (B) Ballantine (C) Atlantic Refining
8. Chief objection registered by general public to tv commercials is
   (A) There are too many
   (B) They break into programs
   (C) They are deceptive or mendacious
9. To join Audit Bureau of Circulations a business paper's distribution must be paid for by at least this share of the total:
   (A) 25% (B) 50% (C) 75%
10. Out of every 1,000 paid subscribers to McGraw-Hill publications less than half stay put in the same job during a 12-month period. Biggest category of change is
    (A) New title (B) Transfer (C) Departure
11. Most popular color is
    (A) Red (B) Blue (C) Yellow
12. Biggest selling brand of liquor is
    (A) Smirnoff (B) Seagram 7 Crown (C) Gilbey's
13. In "candy" category largest single advertiser is
    (A) American Chicle (B) Wrigley (C) Mars
14. Variety chain with most stores is
    (A) Woolworth (B) Grant (C) Kresge
15. Which of these has the largest number of retail outlets?
    (A) Apparel (B) Drugs (C) Furniture
16. Of all drug stores those that operate on a completely clerk-service basis with no self-service represent
    (A) 11% (B) 22% (C) 33%
17. The bulk aspirin business comes to about $10,000,000 a year. After it is made into branded products it has a retail value of
    (A) $60,000,000 (B) $170,000,000 (C) $280,000,000
18. Closest figure to number of U.S. babies born last year is
    (A) 2,000,000 (B) 4,000,000 (C) 6,000,000
19. During the last 10 years percentage of Negroes in total U.S. population has
    (A) Declined (B) Stayed about the same (C) Increased
20. According to Gallup most Americans approve of the way Kennedy is handling his job as President. But one of these three registered both the high and the low in presidential popularity polls:
    (A) Roosevelt (B) Truman (C) Eisenhower

Employe Communications . . .

Explaining Advertising to Employes

By Robert Newcomb and Marg Sammons

Now that Advertising Week has officially come and gone, the sponsors of the program are probably sitting down to assess the results. In general, the impact upon the public consciousness appears to have been considerable. In one zone of activity the campaign actually seems to have set off even a louder firecracker than originally planned. This is the zone of the industrial employe, and the results are all to the good. When you make the man out in the shop understand the values of his company's advertising on the part of the company that hires him, you're getting through.

Anyone who has even a remote connection with collective bargaining is familiar with the jibes about company advertising that originate on the union side of the table. "If you management guys wouldn't blow so much in the magazines and newspapers and on tv," the indictment runs, "maybe you'd have a little more of the folding stuff for the rank-and-file to stick in their pants." No matter how earnestly management tries to correct this harsh impression of the advertising craft, the needle is still in.

■ The company press has been coming to the fore to explain advertising to employes more thoroughly in recent months. Advertising Week helped substantially in that it reminded industrial editors of some spadework they could profitably perform. As a result quite a few of the employe journals around the country have sprouted with solid, readable stories about the function of advertising, how it carries it out and—more important than anything else—how it fits in with the individual economy of the shop employe. In these stories the employe finds out what's in it for him.

American Airlines blossomed out recently with an editorial on advertising in its bi-weekly tabloid newspaper, "Flagship News." (In case your company or a client is looking for something brisk and practical in the employe publication field, look this one over).

In talking about American Airlines' 1961 ad program (its biggest yet), the editor took note of some comments by Charles R. Speers, the airline's vice president in charge of advertising. Adman Speers made a strong public acknowledgement of the relation between an advertising program and the employes of the airline; good enough, we think, to quote in part:

> "Advertising will be one of American's most powerful weapons in the fight to retain leadership but it has definite limitations . . . Advertising can persuade but it cannot close a sale. It can offer a product but it cannot deliver it. It can promise a service but it cannot keep that promise . . . In 1961, American Airlines will invest millions in an advertising campaign which will offer a finer product and promise a better service. Much of the success of that campaign will depend upon our ability to deliver the superior product we promised."

He closed by showing the unbreakable link between advertising and service, and every man and woman of American Airlines who read it knew precisely what he meant.

This is only one of dozens of examples that have been emerging recently that demonstrate an appreciation on management's part of the need for explaining advertising to shop and office people. The grasp isn't so great as you think; it isn't so sympathetic as you might hope. And employe understanding is worth going after, for the simple, obvious reason that if the manufacturer can't deliver the product properly, there's not much point in his using advertising to say he's doing it. That's where the employe comes in. #

More on Warm Sell

Early this year we ran an advertisement in which we said we favored neither "Hard Sell" nor "Soft Sell," but rather what we call "Warm Sell".

This we described as good-mannered advertising which exudes the persuasive honesty of enthusiasm for an honest product in which the ad maker deeply believes.

We were a little surprised by the number of people who were interested enough to write to us about it.

One writer asked a question that we felt deserved a thoughtful answer. It was: "*How warm is warm sell?*"

We think warm sell is just about body heat—98.6 degrees. Because that's the temperature of people. And warm sell is really people talking to people. Warmly. Accurately. In a friendly tone of voice.

When you get much higher than body heat, you get feverish. Get much lower and you're sluggish. Neither is the right temperature to create an ideal selling climate.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Philip Morris Inc. • Motorola Inc. • The Parker Pen Company • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Sunkist Growers, Inc. • Swift & Company • Tea Council of the U. S. A., Inc. • Wallace Laboratories.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

What's Doing on the Legal Front . . .

Kansas City Star Escapes Heavy Damages in Anti-Trust Suit

By Sidney A. Diamond
Member of the New York Bar

The *Kansas City Star* will have to pay only $12 in anti-trust treble damages, instead of the $7,350,000 demanded by the plaintiffs, if an order by U.S. District Judge Ridge is sustained. In a decision that dramatizes the difficulty of proving damages even against a convicted violator of the anti-trust laws, Judge Ridge ruled that the proper amount on each of four counts was the nominal sum of $1, which he then multiplied by three as the law provides.

Sidney A. Diamond

This case is one of those filed against the *Kansas City Star* after its unsuccessful defense of a government anti-trust prosecution. The indictment, charging monopolization of the dissemination of news and advertising in the Kansas City metropolitan area, was issued on Jan. 6, 1953; the trial took place in 1955; the court of appeals affirmed the conviction in 1957; the U.S. Supreme Court declined to review the decision and the *Star* entered into a consent decree in a companion civil action on Nov. 15, 1957. Then a number of private individuals and companies which claimed they had been injured started treble damage actions.

■ The particular litigation just decided was brought by Craig Siegfried and three associates. They had separate grievances, growing out of three separate business operations in Independence, Mo., one of the communities included within the Kansas City metropolitan area. One was Radio Station KIMO, another was a throwaway called the *Pictorial Shopper* and the third was the *Independence Daily News*, an evening paper. The *Kansas City Star* made no serious attempt to refute the charge that it had violated the anti-trust laws; after all, it already had been found guilty and the verdict was upheld on appeal. The lengthy jury trial in the Siegfried case therefore dealt almost exclusively with the question of damages, which Siegfried and his associates attempted to demonstrate in terms of profits they would have made if the *Star* had not monopolized the market.

The principal complaint about KIMO was that the *Star*, which owned its own radio station, refused to print KIMO's programs on its radio page. Siegfried was told, according to the testimony, that the *Star's* policy was to print the programs only of stations having studios in Kansas City, Mo. KIMO then offered to purchase space on the radio page of the *Star* each evening and Sunday, and have its programs run as paid advertising, but, the witnesses testified, the *Star* insisted on the so-called "forced combination" rate (covering both morning and evening editions daily, plus the Sunday paper), with a position charge in addition. KIMO claimed that it could not afford these rates and therefore it never placed any advertising in the *Star*.

■ Judge Ridge pointed out in his opinion that there might have been a basis for damages if KIMO had paid a discriminatory advertising rate; but since KIMO never advertised at all, there was no over-charge for it to complain about. So far as lost profits were concerned, Judge Ridge stated that there was absolutely no evidence in the record to support a claim that KIMO would have made any additional amount of money in the absence of the *Star's* monopoly.

Siegfried had similar difficulty in establishing a claim for loss of profits on the *Pictorial Shopper* and the *Independence Daily News*. He introduced evidence of advertising revenue for these two publications, and an expert witness then testified that, in the period from 1950 to 1957, suburban weekly papers in areas free of monopoly experienced a growth of at least 35%. But, aside from other problems of calculation, it turned out that Siegfried kept only one set of books for all three of his operations and had to rely on "approximations" for a breakdown among them. His own bookkeeper testified, "I don't know whether we are right or not, I don't know whether anybody else can be any more so."

■ The judge's opinion carefully explains the rule that "the amount of anticipated profits, dependent as they are upon numerous and uncertain contingencies, is not susceptible of proof with certainty, but that fact, standing alone, does not prevent recovery thereof, if there is evidence from which a jury may reasonably estimate, though not exactly, the amount thereof." The burden of proof, of course, is on the plaintiff, and that is where this case was deficient. Judge Ridge wrote: "One who seeks to recover for the loss of the anticipated profits of an established business, without proof of the expense and income of the business, can hardly be said to have sustained the burden of proof the law casts upon him."

■ An unusual procedure was used at the close of the trial. The jury received a list of specific questions to answer, including the amount of damages to be awarded in connection with each specific claim. On the damage questions, the jury was instructed that it could fill in a figure, answer "none" or—if the evidence of damages was "too speculative to be ascertained with a reasonable degree of certainty"—write in the word "speculative." The jury decided that the *Star* did monopolize the dissemination of news and advertising during the period and in the area in question, and that this monopoly caused damage to Siegfried in his operation of the *Independence Daily News*, the *Pictorial Shopper* and Radio Station KIMO. The jury found, in addition, that the advertising revenue of each of these three operations was adversely affected, but that the paid circulation of the newspapers had not been reduced by the *Star's* monopolistic activities. When the jury came to the question of the amount of damage suffered by Siegfried on account of the lost advertising revenue, they wrote "speculative" for each of the three media involved.

■ It was after this complex jury verdict that Judge Ridge wrote his lengthy opinion discussing the evidence and the applicable law. He concluded that the plaintiffs were entitled to "nominal" damages, which he set at the sum of $1 for each of the four counts into which the claim had been divided. As stated above, he then multiplied the total by three, since the anti-trust laws provide for treble damages, and ordered that a judgment be entered in the total sum of $12. However, the plaintiffs also may receive an allowance for their attorneys' fees (not necessarily the actual amount of their bill), plus court costs.

Presumably, the *Star's* position is that Siegfried's failure to prove any specific monetary damages should have led the judge to dismiss the case altogether, while Siegfried feels that $12 is grossly inadequate. Both sides now may take appeals from the judgment, and the final result may be a long time coming.

■ This case naturally brings to mind the predicted rash of treble damage suits against the electrical equipment manufacturers who recently were fined heavily, following pleas of guilty and no contest in a series of Department of Justice prosecutions for price-fixing and bid-rigging. These claims most likely will be based on alleged over-charges rather than lost profits, and the plaintiffs will have the burden of showing what the price of the equipment they purchased would have been in a free competitive market. Although some such cases have been filed already, it is much too early to predict whether the task of proving damages will be more or less difficult than it turned out to be in the action against the *Kansas City Star*.

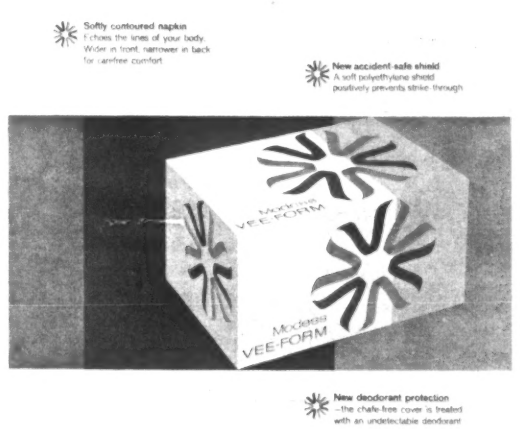
What's Happened Since . . .

The CBS television production entitled "A Sound of Different Drummers" was plagiarized from Ray Bradbury's science fiction works, "The Fireman" and "Fahrenheit 451," according to a decision of the U.S. court of appeals in California. This reverses the judgment of District Judge Yankwich, who had dismissed the charge of copyright infringement ("Playhouse 90 Script Cleared of Plagiarism Charge," AA, Feb. 15, 1960). The appellate court relied heavily on a list of 22 specific similarities described at the trial; they considered these too striking to be explained by coincidence and concluded that the CBS scriptwriter must have copied from Bradbury's stories.

The court of appeals voted 2-1 for reversal; Judge Barnes (the former chief of the anti-trust division in the Justice Department) wrote a dissenting opinion. The U.S. Supreme Court now may be asked to review the case. #

The Creative Man's Corner . . .

Modess Finesse



There have been, for many years, a hue and a cry about the presentation, in advertising, of products of a personal nature. Few products fit this category so inarguably as sanitary napkins.

These items, in drug stores, are wrapped in plain paper. They are labeled—but very discreetly. One picks up a wrapped package, exhibits it, asks how much, pays the announced price and leaves.

How, then, announce without offense, a new shape in sanitary napkins—a shape the designers of these essential items should have considered with the original conception of the idea?

Modess, we feel, has handled this problem with as much finesse, yet as much clarity, as the most circumspect could wish. The symbol on the package, the language employed, carefully exclude the prurient yet unknowing, and discreetly encompass those intended to be informed.

This ad exhibits rare taste, rare skill. It not only does credit to advertising in general, but shows the way so brilliantly to other products of a personal nature as to expose to shame and criticism any advertiser of such a product whose advertising betrays less taste and skill. In the hands of a skilled communicator, advertising—even for the most intimate of products—*can* be strictly informative, *can* be inoffensive. #

PROBLEM:

S. B. Thomas, Inc. needed the appetite appeal of full-color magazine reproduction,

BUT ONLY IN SELECTED MARKETS WITHIN THEIR DISTRIBUTION AREA!

Let the guests arrive—or the family gather 'round the table! You'll be ready for almost any occasion with Thomas' Date Nut Loaf. Every rich, dark brown slice is filled to overflowing with tempting walnut meats and mouth-watering dates. And you'll be glad to know that pre-sliced Thomas' Date Nut Loaf keeps its firm moist goodness for days and days. Served with cream cheese, or plain, it's a treat to capture everyone's fancy . . . **THOMAS'... PROMISES!**

Delivered fresh daily to your neighborhood grocer...
by the bakers of famous Thomas' English Muffins.

S. B. Thomas, Inc., L. I. C. 1, N. Y.

ale and top with small scoops of pineapple sherbet.

HALLOWEEN CHEESEBURGERS

- 1 tablespoon instant minced onion
- ¼ cup water
- 1 tablespoon prepared mustard
- 2 teaspoons salt
- 1 teaspoon Worcestershire sauce
- ¼ teaspoon pepper
- 2 pounds ground chuck
- 8 slices American cheese
- 8 sesame seed buns, split and toasted

Combine onion, water, mustard, salt, Worcestershire sauce and pepper and let stand a few minutes. Combine with ground chuck; mix lightly but thoroughly. Shape into eight patties.

Broil or fry to desired degree of doneness. Top each patty with a slice of cheese (cut with pumpkin cutter, if desired), and place in toasted buns. Makes eight servings.

AUTUMN FRUIT SALAD

- 2 envelopes plain gelatin
- ½ cup lemon juice
- ½ cup sugar
- ¼ teaspoon salt
- 2 cups hot water
- 1 (1 lb. 13 oz.) can cling peach slices
- 2 medium-size grapefruit
- 2 cups halved, seeded Tokay grapes
- Salad greens
- Grapes for garnish

Soften gelatin in lemon juice. Dissolve gelatin, sugar and salt in hot water. Drain peaches and stir 1½ cups peach syrup into gelatin. Cool until slightly thickened. Meanwhile, pare and section grapefruit; prepare grapes.

When gelatin is thickened, fold in 1½ cups peach slices, grapefruit sections and halved Tokays. Turn into nine-inch ring mold and chill until firm. Unmold and garnish with salad greens, remaining peach slices and clusters of grapes. Makes eight to 10 servings.

batter. Turn into ungreased 10 inch tube pan. Bake in moderately slow oven (325 degrees F.) about 50 minutes. Increase heat to moderate (350 degrees F.) and bake 10 to 15 minutes longer. Invert pan and allow cake to cool thoroughly.

When cake is completely cold, remove from pan by running spatula around sides of pan, then rapping edge of pan sharply on counter. Trim off upper and lower edges of cake, holding knife at an angle to cake, to round up cake. Place on cake plate and use part of trimmings to fill center hole of cake. Cover with orange-tinted Frosting, swirling it from bottom to top of cake, to make deep ridges. Insert soft licorice stick, curving it slightly, for pumpkin stem.

Frosting:

- ¾ cup sugar
- ⅓ cup white corn syrup
- ⅓ cup water
- Orange food coloring, OR, few drops each red and yellow coloring.
- 3 egg whites
- ⅛ teaspoon salt
- 1 teaspoon vanilla

Frosting: Combine sugar, corn syrup and water and heat to boiling, stirring until sugar is dissolved. Cover pan and boil slowly about five minutes, to dissolve any crystals on sides of pan. Uncover, add food coloring to tint syrup a fairly deep orange (it will be a lighter color when egg whites are added). Boil until syrup spins a long thread when dropped from tip of spoon (242 degrees F.). Beat egg whites with salt until stiff. Pour hot syrup slowly over egg whites, beating constantly. Add vanilla and continue beating until frosting is good spreading consistency.

Makes one large cake (about 15 servings).

SOLUTION: Home Edited Gravure Magazines...like the Newark News Sunday Magazine in Newark.

S. B. Thomas' products are distributed in the greater New York area. There are two major markets in this area served by locally edited magazines—like the Newark News Sunday Magazine. Each offered full-color magazine reproduction plus the reach and penetration of newspapers. Thomas got dominant coverage in their distribution area with two locally edited gravure magazines. Only locally edited magazines offer regional and national advertisers full-color magazine reproduction in 5,851,749,684,520,334,682,271,908,086,030,848,019,660,800,000,000 different major market combinations. Use them as your tactical ad force in 40 major markets.

Leading newspaper in America's biggest, richest new standard metropolitan area, the Newark Sunday Magazine is a member of the Locally Edited Gravure Magazines listed below. It is also a member of Metropolitan Sunday Newspapers (Sunday) and is one of the 54 individual Home Edited Gravure Magazines serving 40 leading markets.

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DALLAS TIMES HERALD • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES-PICAYUNE • PHOENIX ARIZONA REPUBLIC • PITTSBURGH POST GAZETTE & SUN TELEGRAPH • ST. LOUIS GLOBE-DEMOCRAT • TOLEDO BLADE • WASHINGTON POST TIMES HERALD

McMahan on TV Commercials . . .

Reeves' 'Reality' and How It Works in Ted Bates Commercials

Harry Wayne McMahan, tv commercial consultant and author of "Television Production" and "The TV Commercial," this month analyzes Rosser Reeves' new book "Reality in Advertising," in terms of the tv commercials of Reeves' own agency, Ted Bates & Co.

By Harry W. McMahan

"Madison Avenue," begins the Rosser Reeves book, "is a street of myths and fables . . ."

A crisp 150 pages later the street has been torn up, the sewer pipes exposed, a few of the myths and fables buried—and one or two new ones unearthed.

Harry W. McMahan

Meantime, the street signs are pointing the traffic over one block to 666 Fifth Ave., where Reeves does business as chairman of the board at Ted Bates & Co.

"Reality in Advertising" is of course the shrewdest sort of agency pitch for new business. It should easily bring in $35,000,000 in fresh accounts, beginning with the Mobil Oil switch.

The book also is the worst kind of fodder for the critics of advertising. The Vance Packards and Doc Galbraiths can make big shucks out of some of the quotes, out of context.

But at the same time, for Reeves' own competitors—if they'll only keep their minds open long enough—this book has some very vital things to say about our business. We should listen. Most of us won't, but we should.

It unmasks some of the hypocrisy of Madison Ave., spits in the face of the fagoty fringe of creativity that is squandering our dollars and our discipline. It laughs at competition that changes its campaigns too often, too soon. It gives old precepts in new dress and gives new precepts, stark naked.

Take it with a grain of salt—and that open mind—but take it . . .

Bates Has a USP: USP

Others will review the book today, but our concern is only how these philosophies and precepts are translated into television commercials at Bates. Here is the nation's fifth largest agency, and it's a well known fact they put three out of every four of their clients' dollars into tv.

Reeves makes a point of starting advertising strategy on a creative sales base. Most agencies do. At Bates they call it *USP*—Unique Selling Proposition.

Each ad must say to each reader: (1) Buy this product for *this* benefit; (2) a proposition competition cannot or does not offer; (3) a proposition so vital it can pull over mass customers to your product. Familiar, but he restates it better later:

"Think of USP not so much as something you put into the advertisement . . . rather as something the consumer *takes out* . . ."

He contends only one ad in five today follows this formula.

Colgate, for Example

At Bates, Colgate Dental Cream is an example. It used to be called "Ribbon Dental Cream" and the proposition used to be, "rolls out flat, stays on your brush." This violated section No. 3 and failed to move people, so it was dropped.

"Cleans Your Breath While It Cleans Your Teeth" stood up and has powered Colgate to 28% share of market, in spite of increasing pressures in recent years from P&G's Gleem and Crest.

Visually in tv Colgate recently ran afoul of the FTC for its "invisible shield" demonstration. Some say it was a "pigeon" for Earl Kintner's press-hungry crusade for headlines because it was a commercial that 90% of all tv viewers *knew* and probably resented because of the Bates repetitive exposure. At any rate it was not a problem of *deception*, such as FTC claimed in the Libbey-Owens-Ford car window commercial case, or of *taste*, such as the Preparation H commercial (another Bates account). But FTC made it stick.

Five Cigarets, in the Dark

Reeves has a choice satiric passage in the book ripping apart the motivational research boys:

"Voodoo drums . . . magic incantations . . . as confusing as a hall of distortion mirrors . . ."

He contends they underestimate the value of *words* in moving the emotions and so proceeds to quote from the Bible, Patrick Henry and George Washington Hill.

Then he backs up a trifle and admits the embellishment of "brand image" is nice to have, too.

They've found this out the hard way at Bates on their five cigaret accounts for Brown & Williamson.

Viceroy, once the leader in the filter field, now has L&M and Marlboro around its neck while Winston outsells it two to one. The "Thinking Man's Filter" campaign appears to have lost customers for the brand and Viceroy has switched themes twice within the last year to wind up with an "image"-type jingle job.

Kools, once the menthol monarch with Bates IDs peppering the air, has likewise been doubled by a later competitor—Salem.

Kools now is trying to mend its sagging fences with a mood commercial that has befogged smokers coming out of a nicotine purgatory to a cooling fountain. It's a far cry from the "Break the Hot Cigaret Habit"—and clanking chains with the Kool penguin of old.

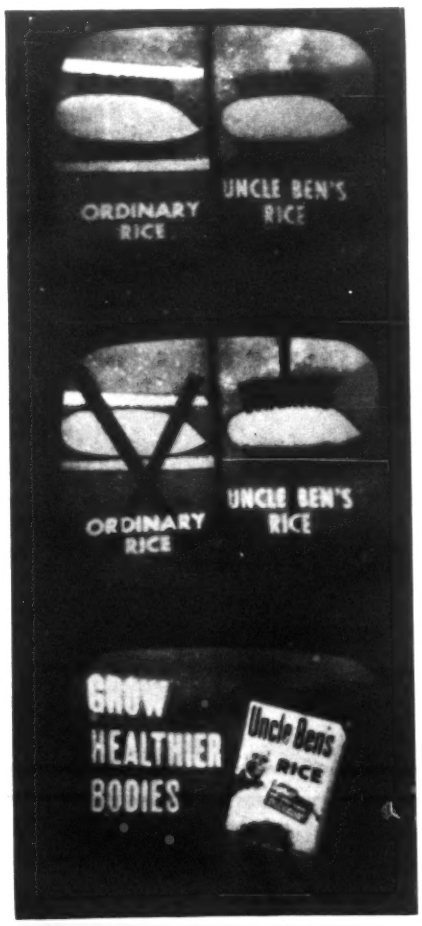
Belair, a new menthol, is now out with what might be termed a double-image job, since it uses a reflecting pool and "Smoke Twice as Refreshed" theme. No sales reports yet. Life, a new one a few months back, was clobbered by its own industry when they backed away from low nicotine and tar claims, and Kentucky Kings, a tobacco-filter cigaret, is now trying to find its market.

Again and Again and Again

"How repetitive is repetitive?" asks one of the provocative chapter titles (Others: The Most Dangerous Word, The Freudian Hoax, The Deceptive Differential).

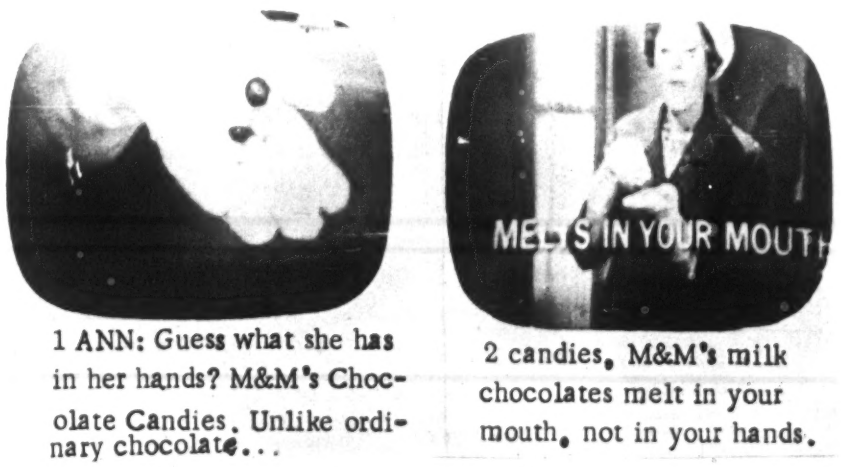
Reeves says, "While a few commercials do reach an enormous number of people we find that on an average 7 out of 10 people are not even aware of having seen the advertising at all."

I'm afraid he's right. Here, as tv gets tougher, is where many advertisers are going down the drain. Their commercials



UNCLE BEN'S RICE—*While Reeves is opposed to cartoon animations, diagram animations are a part of most Bates commercials. Here, for Uncle Ben's rice, animating diagrams show how ordinary rices scrape away B vitamins, but Uncle Ben's "drives them in." Photo-script courtesy of U.S. Tele-Service Corp.*

COLGATE DENTAL CREAM—*Since FTC crackdown on "invisible shield" last year, Bates has developed a "don't let romance fade, fade, fade . . ." campaign. The man fades out of the gal's arms as she starts to kiss him. Mort Sahl, the satiric wit, makes mention of the commercial in his nightclub act, commenting: "—and that is really bad breath . . ." Photo-script courtesy of U.S. Tele-Service Corp.*



M&M CANDIES—*"Melts in your mouth, not in your hands" is one of the best remembered slogans of tv, along with a graphic demonstration created by Bates in the early '50s. The basic pattern of the commercial remains unchanged through the years. "How repetitive is repetitive?" Reeves asks. Photo-script courtesy of U.S. Tele-Service Corp.*

are more concerned with entertainment than selling, and they change themes too often.

Not so Bates. They sharpen their story till they know it's pulling right, then pour on the repetition.

M&M candies, for instance. One of the simplest, most effective demonstrations in tv, the "Melts in Your Mouth, Not in Your Hands" bit, has gone virtually unchanged in over six years.

Uncle Ben's rice, likewise. After a tenure at a highly creative shop, Bates got the account and a simple graphic that really takes the hide off competition. The one commercial now does the job, again and again and again.

Anacin's story is well known, and the FTC is looking into it, along with Bufferin (Y&R) and Bayer aspirin (D-F-S).

Reeves makes the point that 50% of your audience will forget you in six months if you don't keep on repeating . . .

Wonder bread keeps doing it with IDs that always say "Builds Strong Bodies 12 Ways."

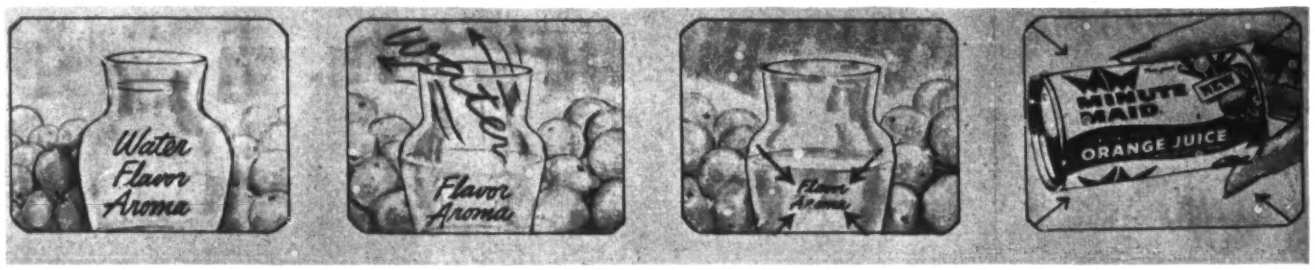
Minute Maid, with its new patented process for frozen orange juice just kicking off, does it with color specs.

Is it better to reach a smaller audience, more times, or a bigger audience, less often? Reeves says try to reach *more people*, not the same people.

On Fairy Creativity

"Originality cannot be wild and free and unfettered," the man writes. "It must, within the limits of advertising functionalism, restrict itself.

"An advertisement is an instrument of commerce and, like a diesel motor, it must be judged on whether it performs what it was designed to do."



MINUTE MAID—*Featured on Rose Bowl parade colorcasts, in the past, Bates picked Easter colorcast to kick-off new "miracle patent" campaign. In Washington, D. C., tests, new tv commercials, supported by newspapers, reportedly increased business 180%.*

He quotes Claude Hopkins on fanciful writers: "They forget they are salesmen and try to be performers. Instead of sales, they seek applause."

Bates has three or four writers in television I consider among the best in the business, both from creative and craft standpoints. And their creativity is always on target.

Reeves is apt to keep a "visualizer" working a whole year on a single project—with no other assignment—to find a better graphic for tv advertising on a product.

He decries the "vampire claim" that sucks power from the USP. And "vampire video," which visually distracts the viewer from the key graphic in a commercial, he likens to syphilis, "the great deceiver."

Among its subtle masks and disguises are:

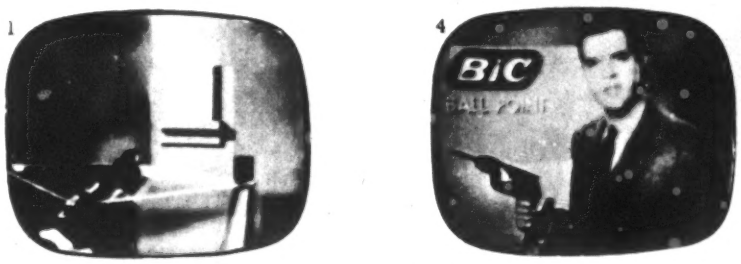
"Dancers whirling around a giant package . . ."

"Pure animated abstractions . . ."

"Wrongly used animation . . ." He infers Piel's "Bert and Harry" started a chain of useless animations. Nonetheless, he is never above using animation to tell his sales story, as in M&M's peanut coating sequence. And animated *diagrams* are Bates' bread and butter.

"Sometimes it may be puppets . . ." Although Bates went to Holland to use Joop Geesink puppets in a current Royal pudding series.

"The announcer on screen . . ." By and large, Reeves cautions "*put the announcer's voice under*" but here and there Bates is known to depart from the precept. Anacin and Minute Maid and



BIC BALLPOINT—*Bates, to introduce the European ballpoint, Bic, for Waterman to the American market, used a pen in a crossbow, shot it into a wallboard. Then the pen was placed in an electric drill. It still "writes the first time, every time."*

ANACIN—*Before and after: Network pressures caused changes in the Anacin tv commercial last fall. At the left, the commercial as run before Sept. 15, 1960, and at the right, after. Now the FTC is citing Anacin and competitors Bufferin and Bayer aspirin for more sweeping changes in basic copy claims. An industry poll of advertising men last year selected Anacin as the "worst" commercial on the air. Photo-scripts courtesy of U.S. Tele-Service Corp.*

IDEA RADIO

A good idea is one that works well for everyone concerned.

That is why KMOX Radio in St. Louis (where it started) and other CBS Owned Radio Stations across America (which followed suit with their own local interpretations) are beaming about the provocative new programming idea called "At Your Service."

STEVE ROWAN COVERS THE NIGHT BEAT AT THE CORONER'S COURT

In San Francisco, listeners hear "At Your Service" on Station KCBS; in Philadelphia on WCAU; in New York on WCBS Radio. Up in Boston, the new program concept is known as "Listen!" over Station WEEI. In Los Angeles over Station KNX it is "Story Line." And now Station WBBM is planning its own show for Chicago. Wherever listeners hear it, they are reacting eagerly to a stimulating new kind of radio, more useful than ever in their lives.

Here's how "At Your Service" places radio in a more active role in its community. St. Louis, for instance. Top Midwest personality, Jack Buck, opens the program with a press conference with an unusual twist. The listening audience questions the guest of the day by phone. Answers are spontaneous—without rehearsal. The other important "regular" on the show is St. Louis educator, Professor Roy McCarthy, whose lively give and take with the audience has become a favorite local topic.

ST. LOUIS CARDINALS AT THE BALL FIELD

"AT YOUR SERVICE" IS PRESENT AS ANTIQUE VIOLIN IS APPRAISED BY J. F. HUNLETH OF HUNLETH MUSIC STORE IN ST. LOUIS

Next, "At Your Service" travels the main streets and the backrooms of St. Louis. Well-known KMOX personalities make the news come alive through the mobile microphone. The gymnasium where the Red Birds are training; the complaint department of the Better Business Bureau; the back of a snow-plow—nothing is off limits for this culture-with-showmanship program.

The final two hours are divided into lively 5-, 10-, and 15-minute time-segments, each devoted to a special department of news, sports, or provocative feature vignettes, coordinated and brightened by the presence of Jack Buck.

You find this kind of *idea* broadcasting only on the CBS Owned Radio Stations across America. Already sponsors know listeners are really listening. Because listeners are really buying.

Are you selling on the CBS Owned Radio Stations? They are at your service, too.

THE CBS OWNED RADIO STATIONS
WCBS, NEW YORK · WBBM, CHICAGO
WCAU, PHILADELPHIA
KNX, LOS ANGELES · WEEI, BOSTON
KCBS, SAN FRANCISCO · KMOX, ST. LOUIS

CHASE MANHATTAN BANK—*Bill Shipley is the on-camera spokesman for this New York City account, although Reeves' book advises, "put the announcer's voice under." Bates got the account in late 1959. In 1960 Chase increased savings deposits 18%, special checking accounts 11%.*

Bic have on-camera announcer sequences.

Chase Manhattan Bank has announcer Bill Shipley on-camera throughout. This account, acquired about 18 months ago, after five years of dabbling in a childish art treatment at another shop, has responded ably to the Bates treatment.

Chase's 1960 annual report shows savings deposits increased 18% ($100,000,000). And the hard-hitting Bill Shipley tv commercials on special checking accounts helped sell 20,000 new depositors.

Eisenhower's Boy

Reeves can, and *does*, write those tv commercials himself.

Some may not remember (and the book doesn't mention it) but it was Reeves who sat down in a single day and wrote the Eisenhower campaign commercials—more than 50 20-second spots in a single day *(see "What They're Saying" on Page 16)*.

Reeves had researched the MacArthur keynote speech through Gallup. Only 2% knew what the man was talking about.

Adlai Stevenson's speeches were only getting 8% playback. Eisenhower's spots, by Reeves, *rang the bell with 91%* . . .

Now, critics of advertising may call this "Madison Ave. manipulation" and shriek at its dangers in politics. I say *poppycock!* This is nothing more than scientific *clarification of communications.* It's a skill we need more of in newspaper reporting, teaching, employer-labor relations and ten other fields. And, lest we forget, we need more of it in advertising.

So, if you think you might learn more of Rosser Reeves' secret of communication, it will pay you to read his book. With an open mind. With a grain of salt.

A Final Caution

Perhaps advertisers as mobile as Mobil Oil might be given a parting caution. The "you" in the book is always *you.* As when he sums up an argument:

"If you were a client, how would you rather we risked *your* money?"

Reeves romps on competitors for their lazy automobile, tire, beer, whisky, gasoline ads. On packaged goods experience, he feels he can sell automobiles. "USP principles apply to insurance companies or even the loftiest and most tenuous of institutional campaigns."

Yet USP has not worked too well for Schmidt's beer. Or on those cigarets. It might be well for Mr. Reeves to reread one of his own paragraphs, back on Page 94:

"Do not believe an advertising agent who tells you he has a foolproof method."

Right, Mr. Reeves! #

BIZ QUIZ

1. **(C)** America's dailies average 14 pages of news and 23 pages of advertising. In the last 20 years ad linage has more than doubled while amount of news has increased less than a page.
2. **(A)** When the **Los Angeles Sunday Times** recently sold a million copies, it was the highest ever achieved by a paper west of Chicago and a figure previously attained by only five eastern papers.
3. **(A)** Comparing 1960 with 1959, 100 largest advertisers spent $37,000,000 more in network tv, $30,000,000 more in magazines, $5,000,000 less in Sunday magazine sections.
4. **(C)** During the war years the cost-per-thousand for magazine advertising was about $2.50 for a b&w page and $3.50 for four-color. Today it is over $4 and close to $6, respectively.
5. **(C) Playboy** will publish **Show Business Illustrated** and Hartford will issue **Show.**
6. **(C)** For more than three years "Gunsmoke" has drawn the biggest nationwide audiences in tv. Today four of the top six shows are westerns.
7. **(A)** Although brewers are the biggest category of baseball sponsors, American Tobacco is the most active single company, paying for a dozen radio-tv pickups.
8. **(A)** Schwerin Research Corp. reports that people are now much more critical of programming than of commercials and that their main gripe about the latter is abundance. Less than ½% indict them as misleading or untruthful.
9. **(B)** ABC requires a business paper to have 50% paid distribution at time of joining and 70% within three years.

Answers to the questions on Page 124

10. **(C)** McGraw-Hill reports that out of 1,000 subscribers, 304 leave, retire or die; 141 are transferred to different locations; 56 change titles as the result of promotion or reorganization.
11. **(B)** Throughout the world, regardless of race or nationality, blue rates as the most popular color, yellow the least.
12. **(B)** Last year Seagram 7 Crown had a wide lead over all liquor brands with more than 7,000,000 cases. Smirnoff was top vodka with 1,950,000 and Gilbey's paced the gins with 1,600,000.
13. **(B)** Last year Wrigley spent $9,000,000 on advertising; American Chicle: $7,500,000; Mars: $3,000,000.
14. **(A)** Woolworth continues to lead the variety parade with 2,426 stores and over a billion dollars in sales.
15. **(A)** There are 121,770 apparel stores; 58,500 drug stores; 102,660 retail outlets for furniture, furnishings and household appliances.
16. **(A)** 40% of U. S. pharmacies are now largely self-service and 49% are partly self-service.
17. **(C)** Aspirin and aspirin-containing compounds sell at retail for over $280,000,000 a year.
18. **(B)** In 1960 there were 4,247,000 live births, which was slightly below the 1959 total.
19. **(B)** In 1950 Negroes represented 10% of population total; 1960 census shows 10.5%.
20. **(B)** Truman's popularity went as low as 23% and as high as 87% in Gallup's polls. Ike ranged from 49% to 79%. FDR from 50% to 84%.

On the Merchandising Front . . .

Indices That Do Not Indicate

By E. B. Weiss

Over the years during which I have written this column for ADVERTISING AGE," I have regularly noted an interesting phenomenon, to wit: Each time I tread on the toes of those engaged in the various aspects of research, I unfailingly draw out fierce cries of anguish. No other subject in the broad spectrum over which I wander is certain to produce an equal flood of bitter reproaches—and I do think that, subconsciously and maybe consciously, whenever I feel this column is in need of a shot in the arm, I tend to pick on research. It always works!

E. B. Weiss

Oddly, I have also found that this is a relatively safe sport. The explanation is simple: Unlike most other groups of specialists under attack, researchers seldom stick together. Consequently, in very short order, the research specialists who rush to their portables each time I prod them, are at each other's typewriter keys.

I don't know whether this column will bring forth the same cycle—actually, this isn't really a poke at research. It is just a poke at a tool of research—namely, some of our economic indices.

I propose to use just one index as an example—automobile statistics. These figures are watched carefully—not only by the automobile industry and those directly or indirectly involved in it, but by most segments of our economy.

It has almost come to be accepted as positive that if the automobile industry has a year in which some 6,500,000 units are produced or sold, both the total economy and the auto industry are pretty healthy. (Sometimes the figure used is nearer 7,000,000 cars—and sometimes it is difficult to tell whether the industry is talking about production or sales, or whether it is talking about current year models, or the next year's models—but these are minor points; let's pass them by.)

What puzzles me is the fact (if we assume the everything-is-swell figure is 6,500,000 units) that this same figure has been used for at least five years and maybe longer. Now why is that puzzling?

■ Well—it puzzles me because:

1. I assume we have had a substantial increase in our total number of families in that five or six-year period. It would appear to me, therefore, that if a 6,500,000 unit year was just Jim-dandy in 1955, maybe it isn't quite such great shakes in 1961.

2. I assume we have had a substantial increase in gross national product, in total national income, in total discretionary buying power, over this same period. Therefore, it would again appear to me that if a 6,500,000 unit year was just fine in 1955, maybe it isn't such a lets-get-out-the-cheering-squad figure in 1961. Maybe with respect to these three sets of statistics, and with respect to some other statistics that are commonly used, a 6,500,000 unit year could represent a rather poor showing.

3. In 1961, perhaps 30% or more of 6,500,000 units will be compacts. The compact involves a smaller sales unit. It is probable, therefore, that 6,500,000 cars for 1961 could involve a substantially smaller dollar gross than the same number of cars for 1959 (and maybe even than the same number of cars in 1955, even though prices were lower in 1955 than in 1961).

4. I should imagine that the total productive capacity of the entire automotive industry, including the makers of parts, etc., must be quite a bit larger in 1961 than it was in 1955. Therefore, while 6,500,000 units in 1955 might have utilized almost the maximum production capacity of the industry, I suspect that this would not be similarly true in 1961.

Very likely still other points could be raised that would tend to make that figure of 6,500,000 auto units something less of an economic barometer than it would appear to be. Perhaps, though, I have cited a sufficient number to make it evident that some of our economic indices may not do a very competent job of indicating. #

What They're (Really) Saying . . .

—By W. H. Everett

"I wonder if I should interrupt him—the client hung up ten minutes ago . . ."

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

Many times I have crossed the bridges from Manhattan to Brooklyn, but when you get there, it is still New York. How different is the trip across San Francisco-Oakland Bay Bridge to Metropolitan Oakland! There, you enter a fast growing new empire of sales possibilities—a bustling area that is Northern California's number one market in population and sales of food, drug, automotive and building products... and due to be still bigger. Experts forecast a 15-year population growth of 88% for this area, compared to 37% for the rest of the country. No wonder this region warrants an "A" rating on our media schedules.

WINTHROP HOYT, Chairman of the Board
CHARLES W. HOYT COMPANY, INC., New York

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG *In the TRIBUNE...*

*Two out of three of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

Along the Media Path

In an effort to create more general interest in the civil defense survival plan, Eric Goldmar, disc jockey with **KTRH**, Houston, entered on April 8 a demonstrator model of an atomic fallout shelter, where he will remain for two weeks. The test will simulate attack conditions. Disc jockey Goldmar will give periodic telephone reports on the air during his stay.

• "For Homemakers Only," a 25-minute four-color motion picture film, has been prepared by **Family Circle** and will be shown to supermarket chain executives and advertiser and agency personnel throughout the country during the next three months. The film's story line is based on an agency plans board meeting and the media selection for a large advertiser.

• Following a raid on a San Francisco night club, ordered by the Mayor George Christopher because the club allegedly was permitting minors to sit in a roped off area and listen to jazz music, **KFWB**, San Francisco, held its own jazz concert for local teens. Station listeners were invited to write in for free tickets and within two days, 2,200 requests were filled. Requests were so numerous, a second show was held. The Mayor later commended the station for its action.

• The **Montreal Gazette** published an eight-page section devoted entirely to "Homes for Sale" and "Properties for Sale" classified advertising in its March 24 issue. It marked the largest volume of "Property for Sale" advertising ever run on a single day by the newspaper's classified department.

• **Admars**, Bombay publication covering advertising, marketing, sales and sales management in India and southeastern Asia, marked its first anniversary with its January issue.

• The Grammer-Murphey Co., men's clothing retailer, ran a page ad in the March 26 edition of the **Reporter-Telegram**, Midland, Tex., to introduce a new fabric. A sample of the fabric was glued to the ad.

• Richard Grahl, senior time buyer, William Esty Co., won top prize in a contest sponsored by **WQAM**, Miami. As top winner, Mr. Grahl will spend a week's vacation in Miami and a long weekend in Nassau. Contestants submitted estimates of the number of times WQAM appeared in the October and November, 1960 Pulse ratings for Miami; slogans based on the call letters, and a description in 56 words or less of what they like best about the station.

• **Industrial & Engineering Chemistry**, introduced a new editorial feature in its April issue with an assemble-it-yourself unit calculator. The reader needed only to remove the die-cut calculator from the magazine, punch out the windows, fold and seal with glue. The June issue will feature a time saving special slide rule for determining the pressure loss due to friction in fluids flowing through pipes.

• The April 4 issue of **Travel Weekly**, New York, carried a 20-page supplement devoted to Brownell Tours, Birmingham, and its 75 years of growth.

• Guests attending the special showing of **Life's** recent television anniversary party, "25 Years with *Life*," have received souvenir photograph albums including a recording of comedy and musical highlights from the show, with Bob Hope, Mary Martin, Sid Caesar and Peggy Cass represented.

• "*Sports Illustrated* Guide to Regional Marketing," an index of 38 U. S. consumer magazines offering split-run and regional space, plus detailed information on the four major marketing areas covered by its regional editions has been published by **Sports Illustrated**, Time & Life Bldg., Rockefeller Center, New York 20.

Howard Lockyer Benko McGuire

KYW GIFT—*Specs Howard, KYW, Cleveland, disc jockey, presents keys to the new school bus to Frederick T. McGuire Jr., president of the Society for Crippled Children, and to Rusty Lockyer and Rene Benko. The school bus was purchased with tax stamps sent in by listeners. Ohio state law provides that non-profit organizations may turn in used tax stamps at the redemption value of 2% of the face value of each stamp. Station listeners have purchased three school buses for the society in the past four years.*

• The third annual study of new car purchasers among its subscribers has been published by **Holiday**. Additional information may be obtained from Richard Reynolds, *Holiday*, 380 Madison Ave., New York 17.

• **KDKA**, Pittsburgh, has launched a contest, to run throughout the baseball season, featuring mystery voices of Pirate players. Each week a different player will recite a two-line poem giving clues to his identity. Contestants must identify the voice and write a 25-word statement on why they would like to spend a weekend at the Pittsburgh Hilton Hotel. Each weekly winner will receive a weekend at the Hilton and four tickets to a Pirate game.

• For the second successive year, **Seventeen** will feature profiles of young actors and actresses, interviews on movie sets, reviews of new movies, fashion pages photographed with eight stars, and food, beauty decorating tips from Hollywood celebrities, in a special May issue.

• **Parents'** will hold its annual breakfast and fashion presentation, "Young Fashions for Fall 1961," featuring a showing of fashions for toddlers, girls, pre-teens, and boys, in the grand ballroom of the Hotel Pierre, New York, on May 18.

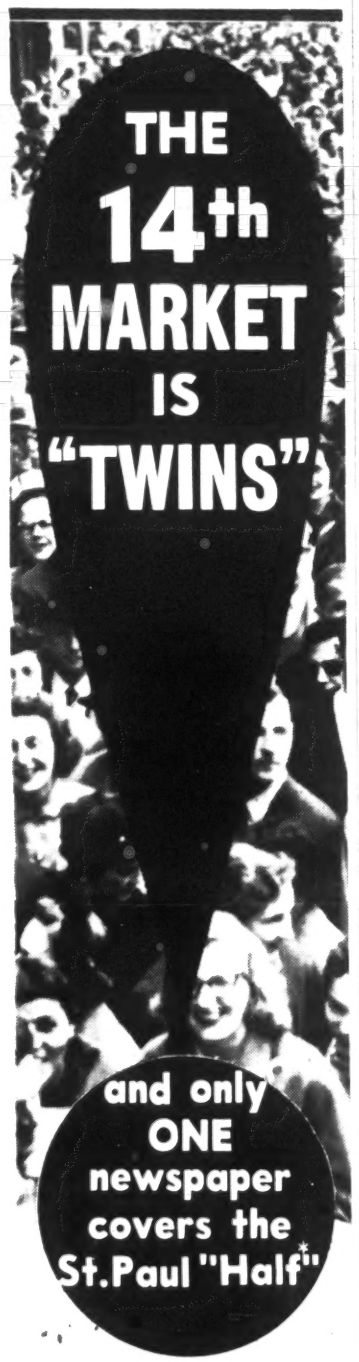
• Richmond, Va. has been selected as national winner in the **Reader's Digest's** National Retail Merchants community participation award competition. Richmond was chosen as the "community which most actively and imaginatively promoted the recent National Retail Merchants Week.

• **TV Week**, television program guide distributed with the Saturday **Chicago Tribune**, will publish its fifth anniversary issue on June 3.

• **WBOY**, Clarksburg, W. Va., celebrated its 24th anniversary April 12.

• **Radio Advertising Bureau** has launched a massive direct mail campaign aimed at local and regional advertisers and their agencies. More than 170,000 individual messages are expected to be included in the spring push.

• "Helpful Tips on Selling the New Man-Made Fibers," a chart giving trademarks, sources, characteristics and uses and hints on



*Ramsey, Dakota and Washington Counties

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives
RIDDER-JOHNS, INC.
New York · Chicago · Detroit
San Francisco · Los Angeles
St. Paul · Minneapolis

KVOS
THE BIG 5th
EL PASO, TEX.

Serves the Southwest

No pint-sized market, this! El Paso, big 5th city of Texas, serves 750,950 people in the southern New Mexico-West Texas-Old Mexico sunland . . . scores well within the nation's **TOP FIFTY MARKETS.** Thirsty for sales? El Paso Broadcasters provide 100-proof coverage of the market that serves Southwestern consumers . . . El Paso, Texas.

EL PASO BROADCASTERS:
KIZZ / KROD-TV / KROD
KSET / KTSM-TV / KTSM / XEJ-TV
XEJ / XELO
KELP-TV / KELP / KHEY

'SLICK CHICK'—*Milton O. Holst, president, and Carson Magill, general manager, Holst & Male, Honolulu, grin at the live "slick chick" delivered to the agency by the Honolulu Star-Bulletin as a reminder that the newspaper's expanded Hawaiian Life magazine supplement itself is a slick chick. The weekend supplement, highlighting entertainment and travel, made its debut in its new format the weekend before Easter.*

Husted Keeler Rose Sweeney
Wettstein Norrell

GUARD CHANGING—*Bob Wettstein of Wettstein, Nowell & Johnson accepts the president's gavel of the Magazine Representatives Assn. of Southern California from his predecessor, Maury Norrell, Conover-Mast Publications. The other new officers of the association are Ray Husted, Harker-Husted-Coughlin, vp; Karl Keeler Jr., Popular Mechanics, secretary; Ronald Rose, Whaley-Simpson Co., assistant secretary; and Ronald J. Sweeney, 'Teen, treasurer.*

how to care for synthetic fibers, has been prepared by **Variety Store Merchandiser**, 419 Park Ave. S., New York 16.

• On April 1, **KTVH**, Wichita, telecast a special program in its "Officer of the Month" series, featuring the presentation of the "Lassie Gold Medal award" to "Rinnie," a member of the Wichita Police Department canine corps, and his officer, John Judge.

• The April 9 issue of "Today," **Philadelphia Inquirer** Sunday supplement, was devoted entirely to the Civil War.

• **Newsweek** has issued the results of audience studies made for its European and Pacific editions. Based on replies from more than 2,000 readers, the study shows a similar picture for each edition: Median age, 38; average family income, nearly $11,000; some 60% hold managerial positions. Scotch was the preferred drink of 65% of respondents in each group. =

Jennings, Cuban Exile, Now Operating Agency in Lima

Publicidad Jennings, formerly a leading agency in Cuba, has reestablished itself in Peru. Bernard Jennings, reporting from Lima, said he now has a staff of 15, serving 12 clients, among them International Harvester Co. of Peru, Braniff International Airways, Du Pont (Peru), Pisco Casablanca, Promar and Liber canned foods.

Mr. Jennings said he was forced to abandon his Havana agency and leave Cuba by the "coercive action of a group of five pro-Fidelista, Communist-sympathizing employes." The agency was later confiscated by the Cuban government. Publicidad Jennings (Peru) has offices at Casilla 1877, Jiron Washington 896.

Audio Advertising Formed

Leonard Baitler has organized a new company—Audio Advertising Corp.—in Miami. The new company will make available spot commercial announcements through coin operated phonographs in desired markets on a national basis. The company also has opened a New York sales office at 1 W. 51st St. The company has appointed Galbraith, Hoffman & Rogers, New York, as its agency.

NBC-TV Adds P&G, Others; CBS Sells 'Miss America'

Procter & Gamble Co., Cincinnati (Benton & Bowles), will again sponsor "The Square World of Jack Paar," an hour special which will be repeated on NBC-TV May 2 at 10 p.m. (EDT). NBC-TV has sold out its new hour series, "Dr. Kildare," which will be presented on Thursday at 8:30 p.m. (EDT) during 1961-'62. The sponsors are Singer Sewing Machine Co. (Young & Rubicam), Warner-Lambert Pharmaceutical Co. (Lambert & Feasley), Colgate-Palmolive Co. (Ted Bates & Co.), Glenbrook Labs. division of Sterling Drug Co. and Liggett & Myers Tobacco Co. (both Dancer-Fitzgerald-Sample). Glenbrook Labs. also bought participations in "Thriller," scheduled for Monday at 10 p.m. (EDT) during the 1961-'62 season.

CBS-TV has sold out its 2½-hour telecast of the Miss America Pageant for Sept. 9 at 9:30 p.m. (EDT). Backers are Pepsi-Cola Co. and Philco Corp. (both through Batten, Barton, Durstine & Osborn), Toni Co. (North Advertising) and the Oldsmobile division of General Motors Corp. (D. P. Brother & Co.).

New Golf Book Bows in S. F.

A new San Francisco Bay Area magazine, *Golf Report & Guide*, will be published with the first issue scheduled for June. Dolores Barusch, president of the company just formed to publish the new magazine, also is owner and director of Walter Barusch Advertising Agency, San Francisco. General format and size will be the same as *Golf Digest*. Ronald Tuten, former newspaper man and sports broadcaster, will be editor. Phillip J. Martinez will be advertising manager.

'Fifty-Plus' Bows for Retired

Fifty-Plus, monthly for retired people, has started publishing with a March issue. The magazine, published by Plus Publications, 2017 Massachusetts Ave. N.W., Washington, sells through subscriptions, and on newsstands at 35¢ a copy. One-time b&w page rate is $330. Bleed gets a 10% premium, according to Eugene L. Pollock, advertising representative.

Philco Launches New Push

"Showboat Showdown Sale" is the theme of a new spring promotion by Philco Corp. for its new five-model Philco-Bendix home laundry line. It will be promoted starting April 17 on Don McNeill's "Breakfast Club" (ABC Radio). As part of the push, a consumer contest will be held for a free ten-day showboat cruise for ten persons on the Ohio River aboard the riverboat, "Delta Queen." Batten, Barton, Durstine & Osborn is the agency.

Hap Eaton Joins WJBK-TV

Seymour (Hap) Eaton, formerly an account executive with Peters, Griffin, Woodward, has joined WJBK-TV, Detroit, as national sales manager. He succeeds Keith T. McKenney, recently appointed general sales and administrative manager of the station.

Potts-Woodbury Boosts Two

Willard H. Young, research director of Potts-Woodbury Inc., Kansas City, has been promoted to vp and Roy Parmenter has been promoted from the copy staff to copy chief. The agency also has named U. Scott Smith, formerly with Meldrum & Fewsmith, a copywriter.

Ritter Sets New Radio Push

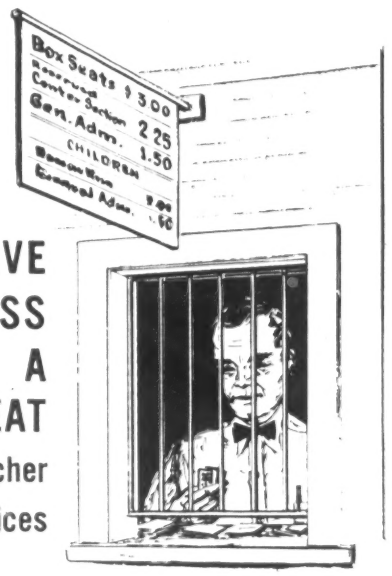
P. J. Ritter Co., Bridgeton, N.J., will launch a saturation radio campaign in major eastern markets in May for its green asparagus in glass jars and green tomato relish. The push calls for from 500 to 600 spots in many of the markets. S. E. Zubrow Co., Philadelphia, is the agency.

TRUCK SIGNS

OUR SIGN HOLDERS on your fleet of 10 or more cars or trucks mean you can tell your sales story to thousands more. Write

THE YARDER MFG. CO.
724 Phillips Ave., Toledo 12, O.

FREE PHOTO ALBUM



GIVE YOUR BUSINESS A BOX SEAT at Bleacher Prices

Take your place where the view is best, the action greatest, in the pages of the Post and Times-Star, with the largest daily circulation in Cincinnati. This newspaper gives you 72% coverage of all families, and an exclusive readership of 43%, in a city rich in culture, rich in sales, rich in opportunity. Along with quality of readership in all income groups, you get one of the nation's lowest milline rates . . . What a buy!

7 *out of* **10** *Cincinnatians read the Cincinnati* **POST Times-Star**

★

Total circulation . . . 274,874 . . . ABC 9/30/60

★

Largest Circulation of any Cincinnati Daily

★

Greatest Coverage of Highest Income Groups, as of *all* Groups.

★

43% Read No Other Daily

★

One of the nation's lowest Milline rates

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.

ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department
SCRIPPS-HOWARD Newspapers

WAVE-TV gives you 28.8% more AVID EATERS

—and they gobble up 28.8% more of EVERYTHING that's edible!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Reeves Book Called 'Compendium of Obvious' With Occasional Self-Contradictions

To the Editor: Permit another advertising worker to sound his huzzah for David Guerrant's review of Rosser Reeves' book, "Reality in Advertising."

It is hard to conceive that such a compendium of the obvious, interlarded with occasional self-contradictions, as this book appears to be, could have so much success in influencing the switch of a major account.

Perhaps one must conclude that those impressed by the book overlooked the inconsistencies, and simply have not had the obviousnesses pointed out to them clearly and forcefully by their own advertising department personnel and their former agencies.

I have worked for two major agencies, and both these firms subscribed to, and tried to practise when clients permitted them, the unarguable principles that Mr. Reeves presents: That advertising is only one of many factors affecting sales; that usage by those aware of your advertising is indicative of effectiveness (though not, in itself, conclusive); that penetration is important; that public memory is short; that a good and successful campaign should be continued; that one claim is better than a truckload; that a Unique Selling Proposition, reason why, consumer benefit (the expression we at K&E use most often) or purchase proposition is a vital element in persuasion; that the public is sophisticated enough to reject negligible product differentials when blown out of proportion by advertising; that promotion of a brand image is helpful, especially when combined with a good consumer benefit; and so on.

As Mr. Guerrant temperately pointed out, none of these propositions is at all new. We've all browsed through advertising works by such experienced old-timers as Hopkins, Young, Wiseman, et al., which taught the same "discoveries" Mr. Reeves is revealing.

And I find it difficult to believe that the top management of a major corporation was never exposed to these notions before.

Joseph J. Judge,
Kenyon & Eckhardt, New York.

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Ad Study Shows Admen Talk to Selves When Talking to Public

To the Editor: Your well conceived and well executed study of attitudes toward advertising [AA, March 27, April 3] adds further lustre to the shining record of Advertising Age for service to the industry and to the public interest. The study deserves careful analysis by all advertising men and women.

Particular attention should be devoted to the study's striking, if hardly startling, confirmation of advertising's low esteem in the minds of too much of the public. Even closer attention should be devoted to the response of the advertising industry to this condition. To concentrate on some short-sighted campaign to raise the prestige or image of advertising would be a serious mistake. In the last analysis prestige is only a reflection of the social utility of an individual or institution. Advertising has real social utility, real economic utility, but it is obvious that its utility has not been fully rationalized and communicated in meaningful terms.

Your study offers some lessons on public communication. I suggest that the wide disparity between what admen think of admen and what the public thinks of admen may not be the product of "in-group" feeling alone. One difficulty may be that in attempting to communicate the utility of advertising to the public, admen often unconsciously address themselves to other admen. Many addresses and articles present telling points that are meaningful to the general public, but these points often are obscured by the inclusion of some of the comfortable shibboleths and familiar jargon of the industry. A fundamental proposition of advocacy is to make the argument meaningful to the people you are seeking to convince. Demonstrating one's orthodoxy as a member of the "in-group" should be reserved for "in-group" meetings.

The lower index of concern over the 1959-'60 scandals among non-advertising people is not a ground for complacency. It is likely that this index is a reflection of a cynical attitude toward advertising *prior to* the scandals. If this is so then advertising people will realize only an ephemeral gain if the scandals "blow away." The residual low repute would still remain.

The study's worst reflection upon advertising people is the tendency to blame the scandals on someone else—the advertiser, the media, the government. Is it any wonder that people who are unwilling to accept responsibility for their work-product should suffer from a lack of self-esteem and a lack of public esteem? If advertising is to justify itself advertising people must nurture a sense of professional responsibility. Professional responsibility means the assumption of a duty to recommend an honest and tasteful course of action to a client and a willingness to resign from the service of a client if that client is committed to chicanery. Until this sense of professional responsibility matures to a much higher degree generally, advertising will continue to wear blemishes for all to see.

Earl W. Kintner,
Arent, Fox, Kintner, Plotkin & Kahn, Washington

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To the Editor: I have read with fascination your series of three articles which offer a sociological look at advertising men.

The study, I think, is well-conceived to give advertising men a searching look at themselves and their role in society. I believe it can, and will, contribute to the maturing of the advertising fraternity in exercising its great powers in the best interests of society.

Advertising Age is to be congratulated for demonstrating once again its paramount position as the responsible spokesman for the industry.

Vance Packard,
New Canaan, Conn.

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To the Editor: I was very interested in the three-part article about the image of advertising men. . . .

I find the results of the study to be about what I expected and the viewpoints held by various groups didn't surprise me. It points up, however, the need of determining the contribution advertising makes to our economy and our society, and the need to make that contribution known. It also raises a question as to how much public irresponsibility the advertising profession can tolerate.

I am afraid that advertising and advertising men are being labelled generically by the actions of a few.

Max Banzhaf,
Director, Advertising, Promotion and Public Relations, Armstrong Cork Co., Lancaster, Pa.

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To the Editor: . . . Forgive me for not being overly impressed. The findings to my way of thinking are not particularly dramatic or revelatory and don't seem serious enough to require prompt and remedial attention.

Walter Weir,
Chairman, Executive Committee, Donahue & Coe, New York.

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To the Editor: . . . I appreciate very much your making this material available to me.

LeRoy Collins,
President, National Assn. of Broadcasters, Washington.

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The Unwanted Apostrophe

To the Editor: On page 90 of your issue of April 3 is a graph entitled "Fits Most of It's (sic) People into a Bureaucratic Organization." Unless this caption was written by "Neighbors" what will "Favorite Nephew" think? If he's wise he'll think to go into some business where English isn't important, like publishing.

Tom Rogers,
Rives, Dyke & Co., Houston.

Mr. Rogers was only one of many readers who spotted our goof in the graph which accompanied our study of how admen and their neighbors evaluate advertising people.

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AFA Unit Gives Marsteller Speech to High School Seniors

To the Editor: As you may remember, last fall Bill Marsteller [chairman, Marsteller, Rickard, Gebhardt & Reed], made a speech before the 40th annual convention of the Illinois State High School Press Assn. at the University of Illinois. Word went around that this was one of the most moving interpretations of just what advertising means that the association had ever heard. Since the AFA and its member clubs are interested in recruiting high caliber individuals into the professions, our local club accepted the project of helping to publish and distribute Mr. Marsteller's speech to high school seniors throughout the state of Illinois.

Joining with us in the effort were University of Illinois student chapters of Alpha Delta Sigma and Gamma Alpha Chi and the department of advertising of the University of Illinois.

Prime mover behind the whole thing was Professor Charles H. Sandage, head of the department of advertising at the University of Illinois and vp of our club. Distributing primarily through members of the High School Press Assn. with the addition of some personal letters from Professor Sandage to high school officers within some 50 miles of Champaign-Urbana, we have sent out some 4,000 copies of the speech to date. . . .

N. L. Wilson,
Grubb Advertising, Champaign, Ill.

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Good Research Costs Same No Matter Who Does It, He Says

To the Editor: Cyrus E. Young, director of development and services, Advertising Research Foundation, must either have been wrongly quoted or quoted out of context in a manner to be misinterpreted under your headline "Use Small Anxious Research Shops to get Low Cost Studies, Small Agencies Told." Certainly the ARF is not advocating that "small agencies should 'shop' for the research agency best suited to its pocketbook and products" *indiscriminately*. After all, the ARF has for years put the pressure on to enhance the technical quality and validity of research.

Crossley, S-D Surveys is a relatively moderate-size organization, and "anxious," too; and we agree that quality services can be found in small research organizations, *if you seek them out carefully*. Adequate research costs just as much no matter who does it, unless someone shaves the already-thin profit margin or makes an error in estimating costs.

It is axiomatic that "there are no bargains in research—just bargainers." Also, it stands to reason that the risk of getting poor, and dangerous, research is much greater among small, inadequately-staffed research organizations, particularly those who must contract out interviewing to people they do not know, have never seen and cannot legally supervise.

Carl H. Henrikson,
Vice-President, Crossley, S-D Surveys Inc., New York.

Mr. Young didn't suggest research agencies be chosen "indiscriminately," and the quotes are accurate.

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Cheers for Mayers Piece

To the Editor: Good for you!

Add my cheers for your wisdom and leadership in devoting the space in your March 20 issue to: "U. S. Propaganda Needs a 'New Frontier'."

We need this.

I feel we, in advertising, are guilty of knowing that this job has to be done—knowing that it is not being done—and, doing too little about it.

My congratulations to you for your stand!

Cliff Fitzgerald,
Dancer-Fitzgerald-Sample, New York.

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Not All Agencies Asked Wanted To Compete for Miami Account

To the Editor: Permit me to register a mild "beef" over a statement in your article re selection of agency to handle Metropolitan-Miami advertising. In the article in your April 3 issue you state: "Of the 85 agencies in the area, those screened and qualified to compete were:---" and then you list some ten agencies.

This definitely gives the erroneous impression that these were the only ten agencies qualified to compete for the account. Invitations were received by a number of *other* agencies (ours included) but the invitations were not accepted for reason. Two of the agencies who did not choose to compete were two which in years past handled the Greater Miami advertising ac-

A New Look at Spelling

To the Editor: "Whiskey" or "whisky?" Does it matter?

Creative Man and the dictionary quoters in your April 3 issue might be interested in another perspective

—"*you no how to spel?*"

on spelling.

It's the approach nicely summarized in the enclosed editorial style ad, "you no how to spel?"

Bernard Sachs,
Editor, *World Coffee & Tea*, New York.

Ad Clinic #21

(a transparent device to get you to read this Sheraton ad)

by Topp O.D. Tish

Avoid reaching for effect

Use of the vernacular is usually unspectacular, particularly when it is dated. This phrase went out with "Babbitt."

Could this headline possibly refer to fast reservations?

This time you're absolutely right, Topp. What our writer was trying to say is that Sheraton can reserve a room for you practically anywhere in 4 seconds via RESERVATRON, Sheraton's exclusive electronic miracle that links 56 Sheraton Hotels. We also wanted to get across the idea that this is a free service. Out of gratitude, we're offering you (and anyone else who wants it) a free 104-page Sheraton booklet designed to fill you in on Sheraton and, strictly as an afterthought, to help us check the pull of this ad. Write: **Sheraton Corp., Ad Age Ad #21, 470 Atlantic Ave., Boston, Massachusetts.**

count—ours being one.

Your "Last Minute News Flash" on the same subject may give you some inkling as to why all of the qualified agencies in the area did not make presentations.

Allan C. Gottschaldt,
President, Gottschaldt & Associates, Coral Gables, Fla.

• • •

Heumann Has Never Had GF in Germany to Lose

To the Editor: We have read with great interest your excellent compilation of facts and figures about advertising agencies the world over in your issue of Feb. 27.

However, we were extremely astonished to read the part of the survey which refers to our agency, i.e. the Heumann Werbegesellschaft mbH & Co., listed on Page 102 of the issue in question.

We would like to state this:

- Our billings in 1960 were not $9,000,000, as you have estimated, but $11,000,000.
- We never did gain and lose General Foods in a six months period as you claimed.

While we do not regard the first point, i.e. the wrong estimate as particularly disturbing, we do, however, take a serious view of the second point, i.e. the claim about our gaining and losing General Foods.

As a matter of fact we never had General Foods as a client for Germany so we could never lose it. We did, however, do some parttime work in 1959 and in early 1960 for the small-scale introduction of Maxwell House instant coffee in Austria. The advertising for Austria was canceled by General Foods after a certain time for marketing considerations. It has not been resumed either by us or by any other agency.

As regards Germany we had a number of meetings with the General Foods representatives in Germany as to possible plans for advertising for new products. For various reasons the whole operation was postponed until further notice. If General Foods should introduce new products in this country we have been assured to be the advertising agency for these products . . .

H. M. Timm,
Head, International Department, Heumann Werbegesellschaft mbH & Co., Frankfurt am Main.

• • •

Suggests Maidenform Idea: 'I Dreamed I Was a Tramp'

To the Editor: For more than a year, I dreamed that I wrote a nasty letter to Maidenform, protesting their inane campaign.

I had especially bad nightmares after the "I dreamed I was wanted . . . " ad, which I still don't quite believe, and your recent article brought the whole thing back.

I don't think I'll ever write to Maidenform, but I wonder if you could pass along an idea.

That is, as a fitting sequel to "I dreamed I was wanted . . . ", and "I dreamed I was a Vamp . . . ", "I dreamed I was a Tramp in my Maidenform bra."

Georgianne Ensign,
Evanston, Ill.

• • •

Something's Wrong with Execs Who Expect Long Recession

To the Editor: Your April 3 issue carries two items that attack a couple of basics—purity and capitalism. I hasten to add that no suggestion is made that these are bedfellows. Anyway, since purity is passe and the half-naked gal on Page 6 is one of the trademarks of the ad business, few will view her with alarm.

However, the statement made by [Canadian] P&G's president should start a four-alarm. He suspects that the recession in Canada will last 5 years. If this does happen, there's something wrong with P&G's president and the presidents of Canada's other large companies. Incidentally, just how content does he think the unemployed will be with our economic system if they've got five more years of joblessness to look forward to?

G. Reid,
Windsor, Ont.

• • •

Objects to Liquor Ads on Sports, Teen Age Pages of Paper

To the Editor: The distilleries appear to be launching a bold campaign of liquor advertising in the sports-teen age market in spite of published evidence in the same newspapers carrying these ads that liquor is the principal cause of juvenile crime.

Since Feb. 22, this year I have noticed in the Chicago newspapers hard liquor ads pitched at attracting the teen age sports enthusiast. A three column 9¾" high ad has been running periodically in the *Chicago Daily News* and in the *Chicago Sun-Times* on the sports pages bordering the high school basketball scores. Here the illustrator shows the interior of a ski lodge as the setting for a party of three. An attractive young couple is seated at a fireplace drinking whisky. In the foreground is the third, a girl dressed in typical high school sports attire looking on. There is no question left to the thinking reader what market the advertiser is trying to reach—the teen ager at sports; the high school skier.

The unusually large number of boys and girls on crutches with a broken leg in the Chicago suburban high schools is skiing's trade mark in January and February—their classmates are aware of this. Such an ad is a disgraceful symbol of American youth.

My observation of distasteful liquor advertising is again dramatized in a bourbon ad on Page 14 of the March 8 *Chicago Daily News*. Here an incongruity of a riding stable scene, showing an attractive young couple—the man drinking—inviting other young folks to join them, is evident when you read the news column immediately above the ad. A staff reporter, Edward Gilbreth, writing on "Bottle, Gang—and a Gary (Indiana) Crime Is Born" states:

"Regardless of disagreement over the extent of teen gang organization, officials in Lake County are united on one point:

"Drinking is causing 99% of the trouble.

" 'If we could curb teenage drinking, gangs would dissolve into social clubs,' Dobbins [a case worker] said.

" 'The drinking problem is getting worse,' Judge Meczar agreed."

The responsibility for this dual standard should be pin pointed and the infractions corrected. I should like to be shown that the advertising profession attempts to maintain a standard of the American way of life, worthy of its heritage, on a level where human values are not exploited for commercial gain.

Where their eyes are opened to what is happening, all parents of teen agers—drinkers and non drinkers—whom I have questioned join me in protesting against this irresponsible advertising. What could be more degrading to youth and sports than the continuance of youth-liquor-sports ad objectivity?

In fairness to the *Chicago Daily News*, I'm enclosing copies of my correspondence with that paper. Marshall Field Jr. [the publisher, in correspondence with me] agrees that this is a difficult problem. He concurs in the distinction I make between an appeal to adults and the ads under protest specifically directed to younger age groups.

Inasmuch as the *Chicago Daily News* and *Chicago Sun-Times* advertising policy accepts liquor advertising it apparently does not feel free to impose its own restrictions on the advertiser. The only hope seems to rely on the respected influence of the American Assn. of Advertising Agencies and the Better Business Bureau.

Paul F. Meyn,
Glenview, Ill.

Spice Islands Sets Magazine Drive for New Products

A series of new Spice Islands Co. products is about to be introduced via national consumer magazines in a campaign prepared by the San Francisco office of Dancer-Fitzgerald-Sample. B&w and two-color pages in the April issues of *Gourmet*, *House Beautiful*, *The New Yorker* and *Sunset Magazine* will introduce the San Francisco firm's new instant coffees, Expresso and Antigua. Art work for the campaign was prepared by San Francisco artist Nicholas Sidjakov.

The introduction campaign will be continued with page ads in the May, July, September and October issues of *Sunset* and a two-color page in *The New Yorker* from May through October. B&w ads will appear in *Gourmet* May through September and in the May, July and September issues of *House Beautiful*.

Shannon Names Platt

Shannon & Associates, publishers' representative, has appointed Bernard F. Platt, formerly with McKesson & Robbins and Doherty, Clifford, Steers & Shenfield, to its New York sales staff.

Skim off the Cream of the Mass Market

New York's mass market runs from higher-than-average-income neighborhoods to tenement sections.

The Mirror is strongest where incomes are highest.

No wonder the Mirror gained 10,000 readers in three years among New Yorkers owning high-priced cars.

Make The Mirror a MUST!

"I didn't want to be unemployed, so I moved down to The New Yorker."

Averse to Being 'Unemployed,' Fleischmann Moved to Publisher's Desk at 'New Yorker'

CHICAGO, April 11—When did you switch over from being *The New Yorker's* "angel" to being its publisher? This question was asked of Raoul Fleischmann by an ADVERTISING AGE reporter last week in Chicago, whither Mr. Fleischmann had come for the installation of a new head of the magazine's Chicago sales office (AA, April 3, 10).

"It was in the autumn of 1925," he said. "I was in the process of leaving General Baking—I had sold my stock for an unbelievably high figure. But I still had my office there. Then I was offered a chance to make a little money on some arbitrage in connection with General Baking stock—and I did, about $150,000 in one day.

"I learned publishing by osmosis."

"The new president of General Baking upbraided me for this transaction. He said I was selling something I didn't have. I thought that if he didn't understand the nature of a short sale, I would get out," Mr. Fleischmann said.

■ "And I didn't want to be unemployed, so I moved down to *The New Yorker* office.

"It was only about a 10-minute drive in those days, though now that we have all the superhighways it takes the better part of an hour.

"I didn't know anything about publishing then, of course, but I learned later. You sort of pick it up by osmosis."

■ Did you ever sell an ad for *The New Yorker*? Mr. Fleischmann was asked.

"Well, yes—once," he said. "We wanted to get some Lucky Strike advertising. We hadn't had any, and they were regarded as a sort of bellwether account.

"So I went down to see George Hill. I had gone to school with him [Williams].

"He had a very large office, and when I went in he was sitting at a desk in the far corner. He was wearing a hat.

"He asked me what I was doing, and I told him I was with *The New Yorker Magazine*.

"We'd like some of your business."

" 'We'd like to have some of your business,' I told him.

"I guess you wouldn't call that very good salesmanship. But he said, 'All right, you'll have 12 pages. I have to leave now.'

"And he did. And I did." #

Cochran Opens Agency

Burt Cochran Advertising has opened at 1010 Flower St., Los Angeles. Mr. Cochran formerly was at McNeill, McCleery & Cochran, Los Angeles. Accounts he brings with him include Tom Sawyer Foods, Prepared Products Co. and Shu-Make-Up Inc. India Dean, also formerly of McNeill, McCleery, is now assistant to Mr. Cochran.

Simoniz Sets TV Drive

Simoniz Co., Chicago, is running an eight-week spot tv schedule in Los Angeles and New York to promote Tone furniture polish. The spots are on all seven New York channels. The two markets were excluded from a 42-market spot tv push for Tone last fall, when Dancer-Fitzgerald-Sample took over the account.

Nielsen Network TV

Two Weeks Ending March 19, 1961

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	18,854
2	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	17,259
3	Rawhide (Participating sponsors, CBS)	16,087
4	Garry Moore Show—10:30 p.m. (Several sponsors, CBS)	15,712
5	The Untouchables (Several sponsors, ABC)	15,571
6	Andy Griffith Show (General Foods, CBS)	15,196
7	The Real McCoys (Procter & Gamble, ABC)	15,008
8	77 Sunset Strip (Several sponsors, ABC)	14,914
9	Candid Camera (Lever Bros., Bristol-Myers, CBS)	14,633
10	Dennis the Menace (Kellogg, Best Foods, CBS)	14,492

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	40.2
2	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	36.8
3	Rawhide (Participating sponsors, CBS)	34.3
4	Garry Moore Show—10:30 p.m. (Several sponsors, CBS)	33.5
5	The Untouchables (Several sponsors, ABC)	33.2
6	Andy Griffith Show (General Foods, CBS)	32.4
7	The Real McCoys (Procter & Gamble, ABC)	32.0
8	77 Sunset Strip (Several sponsors, ABC)	31.8
9	Candid Camera (Lever Bros., Bristol-Myers, CBS)	31.2
10	Dennis the Menace (Kellogg, Best Foods, CBS)	30.9

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	16,227
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	15,852
3	Andy Griffith Show (General Foods, CBS)	14,351
4	The Real McCoys (Procter & Gamble, ABC)	13,929
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	13,648
6	Rawhide (Participating sponsors, CBS)	13,132
7	Danny Thomas Show (General Foods, CBS)	13,132
8	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	13,132
9	The Untouchables (Several sponsors, ABC)	12,898
10	Dennis the Menace (Kellogg, Best Foods, CBS)	12,851

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	34.6
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	33.8
3	Andy Griffith Show (General Foods, CBS)	30.6
4	The Real McCoys (Procter & Gamble, ABC)	29.7
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	29.1
6	Rawhide (Participating sponsors, CBS)	28.0
7	Danny Thomas Show (General Foods, CBS)	28.0
8	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	28.0
9	The Untouchables (Several sponsors, ABC)	27.5
10	Dennis the Menace (Kellogg, Best Foods, CBS)	27.4

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

** Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities.

Wurster Agency Adds Sabre Boats, Viking Co.

Wm. Wurster & Associates, Seattle, has been appointed to handle advertising for Sabre Craft Boat Co., Tacoma, manufacturer of small boats, and Viking Equipment Co., distributor in three western states. Sabre Craft recently moved its plant from Seattle to Tacoma and opened a second plant at Niles, Mich. The 1961 promotion, estimated to bill $30,000, is slated for *Boating Industry*, *Outboard*, *Outboard Progress*, *Popular Boating* and *Sea & Pacific Motor Boat*.

Viking, in a $24,000 push, will use local radio in three Pacific Northwest states and direct mail on behalf of Porsche diesel tractors, plus *Western Crops & Farm Management* and *Western Farm Equipment* for Eberhardt rotary tiller. Viking will also use monthly ads throughout the year in *Fishing Gazette*, *Fisherman's News* and *Pacific Fisherman* for Simrad commercial fish and depth recorder.

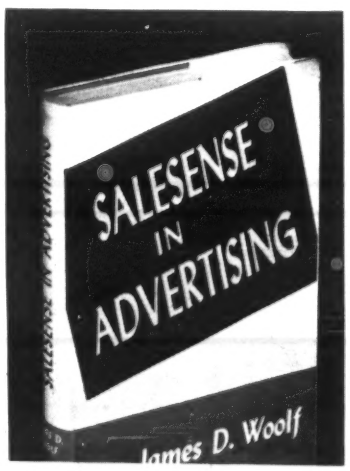
BarChris to Dunay, Hirsch

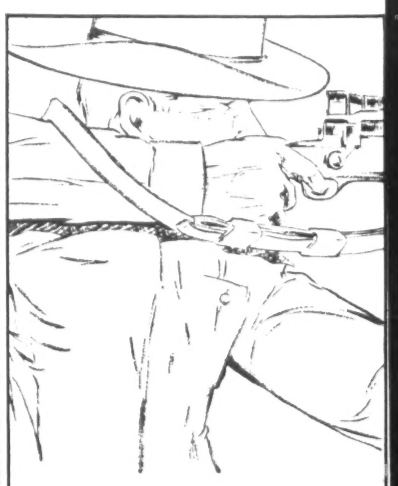
Dunay, Hirsch & Lewis, New York, has been appointed to handle advertising for BarChris Construction Corp., builder of bowling centers and maker of bowling equipment. Bowling trade publications and local radio, direct mail and promotional material for "Grand Opening" campaigns of new bowling centers is planned.

135 Woolf articles

in handsome library edition

SALESENSE IN ADVERTISING is a careful collection of 135 of the best-liked of the more than 500 widely-read articles James D. Woolf has written for *Advertising Age*. Handsomely bound in cloth. Profusely illustrated. Woolf, for 32 years Creative Director of the Western Division of J. Walter Thompson Co., is well-qualified to express his ideas in this provocative volume. What makes this book different are the things that make Woolf different . . . an undying interest in people, an abiding faith in common sense and human dignity, a great impatience with stupidity, and the ability to express himself so clearly and forcefully that what he writes is instructive and enjoyable at the same time. Price, $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill. for "Salesense In Advertising," available on five days' approval.





Guns & Shooting . . . Exclusively!

Over 100 pages monthly, devoted solely to the interests of more than 360,000 active shooters and hunters.

Sample copy on request.

The AMERICAN RIFLEMAN Magazine

SCOTT CIRCLE WASH. 6 D.C.

says **Andrew Karnig,** *Director of Advertising*
Bristol-Myers International,
A Division of Bristol-Myers Company

"Advertising Age gives me an up-to-date resume of the latest developments in marketing both in the U. S. and abroad. I also find Ad Age very helpful in keeping track of the movements of advertising agency and marketing personnel abroad."

An alumnus of Brown University, Mr. Karnig began his business career in 1949 on the Young & Rubicam training squad. During the eight years that followed he remained in the agency field, serving in such posts as account supervisor and assistant manager (in Manila) for the Philippine Advertising Association and as an account executive for Y & R and for the Grey Advertising Agency.

In 1957, Mr. Karnig joined the International Division of the Bristol-Myers Company as director of advertising and market research. He reports that some or all of the various Bristol-Myers products (such as dentifrices, deodorants, shaving creams and tonics) are sold in practically every free country in the world, either through licensee distributors and manufacturers or through wholly-owned subsidiaries. Mr. Karnig's interest in international advertising goes beyond the working day and includes active participation in the International Advertising Association.

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1 Year (52 issues) $3

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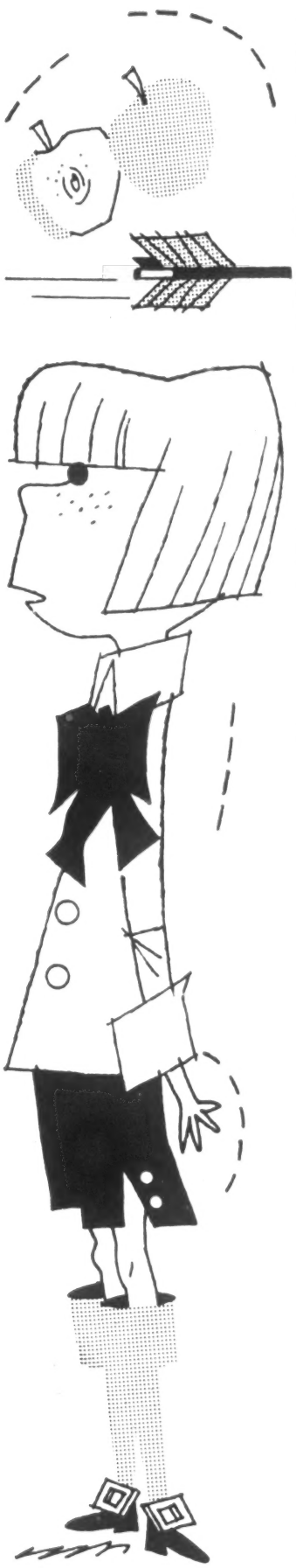


Catholic Educator Advocates Use of 'Madison Ave.' Methods to Win Youth

Goal Justifies Use of 'Seemingly Dishonest' Tool, He Tells Group

ATLANTIC CITY, April 11—A Catholic educator urged last week the adoption of Madison Ave. advertising methods to promote religion among youngsters.

The Rev. Godfrey Poage, director of vocations of the Passionist Fathers, Chicago, told the 58th annual convention of the National Catholic Educational Assn. that Catholic educators should "create an image" which would put religious vocations in a highly favorable light.

Urging the group to "follow the suggestions of motivational analysts," Father Poage told 12,000 delegates to the meeting that motivation researchers "would have us stress the indisputably high status of priests and religious leaders. Everybody admires such persons. They are among the best-trained leaders in the world. Their position is one worthy of any sacrifice. This is called 'creating an image.'

"We try to elicit admiration for priests and religious persons, inducing in youths a subconscious willingness to go to any lengths to be like them. Such a presentation appeals more to the senses than to reason, but this is perfectly permissible," he said.

■ "This type of approach, I know, is sometimes severely criticized. It seems to be dishonest. In fact, the critics will go so far as to say that any type of motivation on the subconscious level is slick, cheap and unworthy—certainly beneath the dignity of a spiritual director or genuine teacher.

"Unfortunately, this is due to confusing the means with the ends to be attained. Subconscious motivation is merely a means, a human technique. It is good when used for good; evil when used for evil," he said.

■ "Today, when we are battling those who use conscious and subconscious appeals to lure youth away from Christ, there is no sound reason whatsoever why we should not master the same techniques and consciously use them in drawing more to God's service."

Father Poage said a recent survey showed the average American youngster spends 20% of his waking hours watching television, and in one week, he added, as much time is spent before a tv set as is spent in the classroom.

■ He also cited a study of 14,522 San Antonio youngsters between the ages of 14 and 18, which disclosed that practically all were dating at the age of 14, and "going steady" was considered the "principal problem" of most of them.

The effect of "lurid pocketbooks, slick magazines and pornographic comics" is "devastating to the minds of our youth," he went on, adding that 25,000,000 such publications appear monthly and are read by some 100,000,000 youngsters.

A survey of the effects of movies on youth showed 38% of all movie audiences are teen agers, Father Poage said, and 77% of them favored plots dealing with love and sex. #

Honest Adman Need Not Fear Attacks, Weber Tells Adclub

SAN FRANCISCO, April 11—Advertising executives should "worry more about being honest themselves and less about what the other fellow is doing," members of the San Francisco Advertising Club were told last week by Ray Weber, ad manager of Swift & Co., Chicago.

"The advertising business has nothing to fear," Mr. Weber asserted, "as long as it does not relax its integrity. We have to start in our own shops, in our own minds. You and I should be concerned about our most priceless possession—integrity."

Mr. Weber emphasized that "there would be no need for government control if each of us keeps our own house clean. Unfortunately, there are a minority of advertisers who want to fool the reader instead of convincing him.

■ "Even so," he continued, "the right to communicate at the market place without shackles must not be taken away from the advertising business. Truthful advertisers will not be harmed by attackers of Wall St. who chip away at the cornerstones of America.

"If advertising is honest," Mr. Weber declared, "it will survive on its own merits." #

Alabama Governor Seeks Liquor Ad Control Law

Gov. John Patterson will introduce a measure when the Alabama legislature meets next month to give the chief executive strict control over liquor advertising in newspapers and magazines. The proposed law would require prior approval of all ads by the state liquor control board. Gov. Patterson said he had asked some months ago for newspaper editors and publishers to express their views, but he had received no response.

He said he felt there was a connection between liquor advertising and juvenile delinquency. He insisted his only purpose in introducing the measure was to prohibit ads that might encourage young people to drink.

Sealy Unit to Garfield, Hoffman

Garfield, Hoffman & Conner, San Francisco, has been appointed agency for Sealy Mattress Co. of Northern California, effective June 1, Company manager M. J. Marzluft said Alvin Wilder Co., Los Angeles, which hitherto has had the entire California account since 1934, will henceforth direct Sealy advertising only in the Southern California area. Both segments of the Sealy advertising have approximated $200,000 a year in billings.

McCorkle Named Harrah's A.M.

Jack E. McCorkle, who resigned last year as manager of consumer foil advertising of Kaiser Aluminum & Chemical Co. to establish McCorkle & Associates, display audit agency in San Francisco, has been named advertising director of Harrah's, Reno and Lake Tahoe casinos. Mr. McCorkle will handle all of Harrah's advertising activities formerly directed by Mark Curtis, who will continue as public relations director.

Bromley to Collins & Aikman

Stephen B. Bromley, formerly an account executive with C. J. LaRoche & Co., has been appointed director of advertising and sales promotion of Collins & Aikman, New York fabric manufacturer, effective April 24. He succeeds Charles L. Conley, who has resigned.

WAITING—*Canadian Club will run this ad starting in May in Ebony, Esquire, Holiday, Life, Look, The New Yorker, Newsweek, Sports Illustrated, Time, Town & Country, True and U.S. News & World Report. C. J. La Roche & Co. is the agency.*

Judge Says Drug Price Fixing Case to Be Tried in California

SAN FRANCISCO, April 11—Federal Judge Lloyd H. Burke has refused to send the Northern California Pharmaceutical Assn.'s criminal price fixing case out of state for trial, as requested by the defendants.

Judge Burke said he has found "no reason or basis for contentions that the organization cannot receive a fair trial in California."

Attorneys J. W. Broad and M. N. Khourie had argued that newspaper publicity given comments made by Judge Burke at a hearing March 20 "caused every prospective juror to have a financial stake in the outcome of the trial."

Judge Burke had stated that if the government proved its charges, every person who paid for a prescription drug during the period covered by the case might conceivably sue for treble damages.

The 1,500 member association and Donald K. Hedgpeth, chairman of its pricing committee, are charged with restraining trade by conspiring to fix the cost of prescription drugs. #

Jones, Marsteller, 'SEP,' Pillsbury, MJA Win Awards

Ernest A. Jones and William A. Marsteller were given duplicate grand awards in the public statements category of the third annual media awards sponsored by *Media/scope*. Other winners of bronze plaque grand awards were *The Saturday Evening Post* for media research and Pillsbury Co. and Campbell-Mithun for media techniques.

Mr. Jones, president of MacManus, John & Adams, was honored for his address, "Take Me to Your Reader," delivered before the Magazine Promotion Group, New York. Mr. Marsteller, board chairman of Marsteller, Rickard, Gebhardt & Reed, was cited for his addresses and articles in support of comparable audits of business publications. The *Post* won its award for "The Rochester Study," conducted by Alfred Politz Media Studies. Pillsbury and Campbell-Mithun won for a pre-printed supplement of recipes.

Bendel Boosts Van Slyke

Mrs. Helen Van Slyke, director of the Gilded Cage, the cosmetics department of Henri Bendel, New York, has been appointed promotion director of the store, a new post for coordination of advertising, publicity and display. Before joining Bendel last year, she was promotion director and beauty editor of *Glamour*.

Coming Conventions

*Indicates first listing in this column.

April 17-20. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

April 28-30. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 7-9. Magazine Publishers Assn., 42nd annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 7-10. National Assn. of Broadcasters, annual convention, Sheraton Park and Shoreham Hotels, Washington, D. C.

May 8-9. Direct Mail Advertising Assn., West Coast conference, Statler Hotel, Los Angeles.

May 11. Assn. of National Advertisers, workshop on International Advertising, Hotel Plaza, New York.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 11-23. Advertising Federation of America, third annual management seminar in advertising and marketing, Chatham Bars Inn, Cape Cod, Mass.

June 12-14. Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, P.Q., Canada.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

*June 25-28. Annual sales promotion convention, National Retail Merchants Assn., Mount Washington Hotel, Bretton Woods, N.H.

June 25-28. New England Newspaper Advertising Executives Assn., summer meeting, Mount Washington Hotel, Bretton Woods, N. H.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

*Aug. 1-4. Fourth annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

Sept. 8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

*Sept. 11-17. Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago.

Sept. 20-22. International Advertising Assn., European Conference, Madrid.

Sept. 21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

Nov. 2-4. Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.

Nov. 6-8. Broadcasters' Promotion Assn. annual convention, Waldorf-Astoria Hotel, New York.

Nov. 7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

Nov. 15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

Milton Rich Opens Office

Milton Rich, who was associated with Columbia Broadcasting System in various capacities for a number of years, has opened his own publicity and public relations offices at 18 E. 48th St., New York.

79% Hike Asked for 2nd Class Mail, 40% Boost for 3rd Class

(Continued from Page 1)

rates go into effect July 1.

■ Under the administration plan, each weekly magazine would be paying an additional 78¢ per subscriber serviced each year, while monthlies would be absorbing an additional 18¢ per subscriber.

Unlike most administration proposals, the bill was not dispatched from the White House, although it was plainly identified as part of the administration program. While the Postmaster General acknowledged that the over-all rate plan had been developed by the preceding administration, he characterized it as an attempt to reach an equitable balance on postal rates "by calling on large advertising mailers and the publishing industry to carry their share of the load.

"Although the Post Office is a public service," he said, "we must face up to the fact that the users of the mail should pay directly a more reasonable share of the cost of delivering the mail, maintaining a work force of 561,000 employes, and servicing postal establishments."

■ Main features of the bill are:

• **First class**—This is the big money raiser. By a 1¢ hike on letters, air mail and postcards, the department anticipates $409,000,000 in new revenue. While first class is currently breaking even, the Postmaster General said it historically recovers 140% of cost. The new rates would result in revenues equal to 124.6% of cost.

• **Second class**—Commercial publications (magazines and newspapers paying zone rates on advertising) would pay existing zone rates, plus a new 1.5¢ per piece surtax. Publications of non-profit organizations would pay existing rates plus ¼¢ surtax. Home town newspapers now delivered free, or at 1¢ per lb. local delivery, would pay the same rate as non-profit organization publications—1.5¢ per lb., plus the new ¼¢ surtax.

■ While the Postmaster General noted that the gap between revenues and allocated handling costs for second class is currently $340,000,000, he agreed this should not be regarded as a rate goal. However, he pointed out that existing second class revenues of $98,000,000 represent only 23% of allocated cost. The $78,000,000 of new revenue to be raised by the new rates would be a 79% increase, and would bring second class revenues to 41% of allocated costs.

• **Controlled circulation publications**—Increased from 12¢ to 14¢ per lb. with a minimum piece rate increase from 1¢ to 3¢.

• **Third class**—Bulk third class, used by direct mail advertisers, to go from the $25 per thousand rate, which was effective last July 1, to $35 per thousand. The bulk rate for non-profit organizations would go from $12.50 per thousand to $17.50 per thousand. The bulk rate on books and catalogs would increase from 10¢ per lb. to 18¢ per lb. with the piece rate remaining at 2.5¢. Individually mailed third class pieces would increase from 3¢ to 4¢ for the first 2 oz. and 1.5¢ to 2¢ for each additional ounce.

Since 1928, the department said, third class volume has increased more rapidly than any other service except air mail, so that direct mail "has become the second largest advertising medium in the U.S." Current revenues of $532,000,000 cover only 67.4% of assigned cost, the message said. With $212,000,000 of anticipated additional revenue, returns will amount to 94.4% of assigned cost. #

Ignore FTC Mail Quiz; It's Illegal, Retail Group Says

WASHINGTON, April 13—The American Retail Federation told department stores today that they have no statutory responsibility to comply with a Federal Trade Commission questionnaire which asks about promotional assistance they have received from apparel suppliers.

According to a notice distributed by the federation, the FTC should have secured clearance from the Budget Bureau before circularizing 213 department stores and 19 resident buyers. "We have received authenticated information that FTC failed to comply," the federation reported.

■ The commission made a dragnet mailing to the stores early last month (AA, March 13). Its detailed questionnaire to stores and buyers seeks to determine whether suppliers have provided department stores with promotional assistance, including co-op advertising, which has not been available to all competing sellers of men's, women's and children's apparel.

The issue raised by the federation stems from the Federal Reports Act of 1942. Under this law no federal agency may conduct or sponsor the collection of information from one or more persons unless the question form has been cleared with the Budget Bureau. The federation pointed out that Budget Bureau procedures provide an opportunity for persons who must reply to the question forms to seek a hearing if they feel the forms are too cumbersome. #

Hearst Consolidated Reports Loss of $6,461,896 in 1960

NEW YORK, April 14—A loss for the third consecutive year has been reported by Hearst Consolidated Publications.

The company lost $6,461,896 last year, which compares with a $2,402,580 loss in 1959 and a $2,710,000 loss in 1958, which had been the heaviest in Hearst Consolidated's previous 24 years. Operations to date in 1961 have resulted in a loss greater than the 1960 period, according to the annual report.

The nation's economic recession, stepped-up metropolitan newspaper competition, and rising labor costs accounted for the grim report, Hearst said.

The company last year reduced its Hearst newspaper ownership list to seven by chopping off the *Pittsburgh Sun-Telegraph*, which reported a net loss of $2,733,001, via sale and liquidation; and the *Detroit Times*, whose net sale figure yielded a profit of $3,347,615.

■ Hearst Publishing, a Hearst Consolidated subsidiary, also owns half of the *San Francisco News-Call Bulletin;* the other half is held by Scripps-Howard newspapers. Both stockholders have advanced $1,750,00 to the *News-Call Bulletin* via its corporate owner, Apex Publishing Corp., the report said.

The *American Weekly* and *Puck—The Comic Weekly* also are owned by Hearst Consolidated.

The company's 1960 operating revenue was down $13,340,108 to $174,097,527. Other declines were $7,509,229 in advertising; $5,822,919 in circulation revenues; and $7,960 in other operating revenues.

Hearst Consolidated has made an agreement to provide loans of up to $6,000,000 to rehabilitate the *Baltimore News-Post* and *Sunday American*, the report said. #

Last Minute News Flashes

Lever, P&G Off & Running in Sweepstakes Derby

NEW YORK, April 14—A flood of coupon mailings is under way in the soap business this month. Lever Bros. Co. has a "Double chance sweepstakes" promotion in the mails to about 30,000,000 homes. Cents-off coupons include Handy Andy, Lifebuoy, All and varied test products in regional areas. Premium offers on six other products are enclosed. The sweepstakes—an annual event for several years—offers 866 cash prizes topped by $10,000. Simultaneously, Procter & Gamble has a nationwide "Know these famous lovers" promotion (also a $10,000 first prize), for which at least two proofs-of-purchase must be submitted. Five cleaners are being pushed nationally, four others regionally. Some areas are getting only the entry blank, although most are receiving the cents-off coupons as well.

Int'l Paper, N.Y. Life Are 'Saturday Review' Winners

NEW YORK, April 14—International Paper Co. (Ogilvy, Benson & Mather), and New York Life Insurance Co. (Compton Advertising) finished in a tie for top honors in the *Saturday Review's* ninth annual advertising awards "for the most distinguished public interest advertisements" of 1960. International's ad was headlined, "Send me a man who reads!" New York Life's was titled, "Should you be a physicist?"

ANA Reportedly Will Protest Station Break Shifts

NEW YORK, April 14—The Assn. of National Advertisers, on the eve of its annual spring meeting, today threw its weight into the campaign to get the tv networks to change their minds about allowing affiliates longer nighttime station breaks in the fall *(see story on Page 12)*. The ANA's broadcast advertising committee will issue a statement Monday asking ABC and the other networks to reconsider the move, which the committee called detrimental to broadcasting and to public trust and confidence in the medium.

Landers, Frary Seen Switching to Parkson

NEW YORK, April 14—Advertising for Landers, Frary & Clark is expected to switch to Parkson Advertising from Grant Advertising, upon completion of the appliance company's acquisition by J. B. Williams Co. next month. Parkson is the house agency for J. B. Williams and its Pharmaceuticals Inc. division. Landers billings are estimated around $1,000,000.

Schulze to Roche, Rickerd; Other Late News

• **Schulze & Burch Biscuit Co.**, Chicago, has again named Roche, Rickerd & Cleary, Chicago agency which serviced the account from 1953 to 1958. Maxon Inc. and Compton Advertising were its agencies during 1959 and 1960. The baker of Flavor-Kist cookies and crackers spends $130,000. Media plans include dailies, spot radio, tv, and trade journals.

• **Lever Bros. Ltd.**, Toronto, has appointed Cockfield, Brown & Co. to direct advertising for Vim, a detergent new to Canada, which is now in test markets in the western provinces. Cockfield, Brown also handles Praise soap and Extra detergent for Lever.

• **Outdoor Advertising** in Los Angeles area faces a crisis now that negotiations between Local 831 of the sign painters union and the plant operators have broken off. The union has demanded an increase of 75¢ per hour on a new contract. Employers have offered a compromise scale of up to 45¢ an hour, a proposal which will be voted on by union members April 19. While advertisers would not be immediately affected by a strike, possible refusal by other unions to cross picket lines would hit the industry hard.

• **Roche Laboratories**, Nutley, N. J., has followed the lead of Upjohn Co. and Smith, Kline & French Laboratories in naming agencies to investigate the possibilities of promoting some ethical specialties to consumers. Roche has appointed Kastor, Hilton, Chesley, Clifford & Atherton, New York, for Romilar cough syrup and Vi-Penta vitamins.

• **Macfadden Publications** will follow up its buy into Teleglobe pay tv *(see story on Page 142)* by purchasing all of Hillman Publications April 20. Hillman, publisher of four monthlies, two movie-tv annuals and a wide paperback line, "will use Macfadden's own distributor, and subscription and ad departments."

• **Irving D. Holczer**, formerly consumer products sales manager, has been named advertising manager of Bulova Watch Co., New York. Tad Jeffery is vp and advertising director *(for other news of Bulova see story on Page 10)*.

• **Cities Service Oil Co.** will launch an extensive four-media drive April 17 with a "big gallon" theme. Spot tv will be used in about 24 markets in spring and fall 8-to-12 week schedules. Spot radio with about 40 announcements per week for 21 weeks will start in May in 41 markets. Color spreads will appear in *Sports Illustrated* and *The Saturday Evening Post*. A "heavy" schedule is set for business publications. Painted bulletins are set for 97 markets and 24-sheet posters for 209. Lennen & Newell is the agency.

• **Al Stone**, vp and manager of the Chicago office of the Biddle Co., is leaving the agency. Mr. Stone joined Biddle in November, 1959; accounts that moved with him from Henri, Hurst & McDonald included Coralware Mfg. Co., Blocksom & Co., and the Moe Light and Benjamin Electric Mfg. Co. divisions of Thomas Industries. Tim Morrow, vp and supervising director of Biddle, with offices in Chicago, will assume Mr. Stone's duties.

• **Yale Lock & Hardware** division of Yale & Towne Mfg. Co., White Plains, N. Y., will start a four-week spot tv test—its first tv campaign—on WPIX-TV, New York, May 1. A total of 54 spots will promote the division's travel locks. Erwin Wasey, Ruthrauff & Ryan is the agency.

• **Sta-Nu Corp.**, Chicago, has moved advertising for its Sta-Nu Miracle sizing from Reach, McClinton & Co., to Wade Advertising, both Chicago.

• **Schenley Industries**, New York, which this week skirted the National Assn. of Broadcasters code with its Dubonnet wine commercials *(see story on Page 150)*, will likewise play it cool with the gift liquor law April 17 and 18 in a merchandising campaign being handled by *Business Week*. The magazine will give 100 bottles of 12-year-old Canadian O.F.C. whisky to top sales executives to mark the start of a Schenley's campaign in *Business Week*. Schenley presented the liquor to the magazine as a gift. Then *Business Week* cooperated with the Schenley agency, Doyle Dane Bernbach, in preparing the merchandising copy.

ABC, BPA Chiefs Blast Non-Audited Business Papers

CHICAGO, April 13—The heads of the two largest circulation auditing organizations in the U. S. today declared war on non-audited business publications.

Appearing together publicly for the first time, William R. Farrell, director of marketing, Monsanto Chemical Co., who is chairman of Audit Bureau of Circulations, and Burton E. Hotvedt, vp of Brady Co., Milwaukee, chairman of Business Publications Audit, both blasted the many business publications which fail to audit their circulation figures.

The occasion was the 5th annual mid-America industrial advertising and marketing conference sponsored by Assn. of Industrial Advertisers.

Mr. Farrell called upon publishers to take aggressive action this year to provide advertisers and agencies with audited circulation figures. He pointed out that nearly two-thirds of the business publications in the U. S. furnish no audited figures, and added that 200 of the publications do not even report their own circulation figures.

■ The ABC chairman disclosed that he had called in all of the Monsanto advertising executives recently and instructed them to find out which business publications carrying the company's advertising were audited.

"If a publication is not audited, it will stand a slim chance of getting a schedule from us in the future," he warned. He had revealed earlier that Monsanto currently advertises in 150 business publications.

Mr. Farrell urged the AIA to spearhead a movement toward publicizing the values of audited circulation. He pledged his support to such a movement, and added that he felt ABC and BPA would support such a program.

■ Mr. Hotvedt discussed the "shocking significance of the fact that over 1,200 business publications have no audit whatsoever.

"It seems grossly unfair that we advertisers should on one hand expect some publishers to invest huge sums of money in worth while audits—while others can deliver an unaudited product," Mr. Hotvedt said. "As media buyers, one of our first questions to a publisher should be, 'Are you audited and what kind of audit do you have'?"

The BPA chairman went on to say that "a bank examiner type of audit helps the advertising manager and the agency to build that essential confidence." #

Ford Motor Elects John Dykstra President

Ford Motor Co., Dearborn, Mich., has named John Dykstra president. Mr. Dykstra takes over the presidency from Henry Ford II, who continues as chairman of the board. Mr. Ford will continue as the executive in charge of the corporation's marketing and advertising operations. Mr. Ford had been holding down both the presidency and chairmanship since Robert S. McNamara resigned as Ford president last fall to accept a Cabinet post as Defense Secretary.

John Dykstra

James O. Wright, vp of the car and truck group, has been elected a Ford director.

Order of the Day—Media Experimentation . . .

Piel Returns to Outdoor, Calls Its Beer 'Vollmundig'

End of Soft Sell Sees Brewer Also Using TV, Radio, Dailies, 'Life'

NEW YORK, April 11—With Bert & Harry Piel in cold storage for the spring (at least), Piel Bros. is going outdoor for the first time in 20 years.

Piel will go onto boards in a spring campaign breaking April 17. Stephen J. Schmidt, ad director, told AA today: "We're counting on outdoor to help secure vigorous domination of our seven prime markets."

New theme of the four-month campaign is, "Taste what's happened to Piel's. Even a new word has been added. Searching for new ideas early in the planning, a Piel brewmaster came up with *Vollmundig*, a Bavarian word. Literally it means "full-mouthed," or as Piel prefers, "a beer that fills the mouth with thirst-quenching flavor."

■ Mr. Schmidt said the outdoor campaign would help to fill the need for a new tempo in the brewery's advertising, now that Bert & Harry had been shelved to make way for a more direct selling approach.

He said outdoor ads and posters would be set up as much as possible to cover retail outlets such as supermarkets and taverns.

■ Radio and tv spots also have been lined up, with the "Taste what's happened to Piel's" catchline adapted to a new jingle. In New York a total of 26 spots have been scheduled on NBC-TV's "Main Event" boxing show, emceed by Rocky Marciano. Piel will use 20 and 60-second spots.

Spots also have been scheduled for WRCV-TV, Philadelphia; WGAL-TV, Lancaster, Pa.; and WTIC-TV, Hartford.

Also radio spots will run on WABC, WNBC, and WNEW, New York, and in various other markets, depending on the advertising "mix."

■ Piel also will go into newspapers in its seven markets. In addition, a b&w page schedule will break in regional editions of *Life* April 21. Mr. Schmidt said that "two or three more insertions" are planned.

Piel's decision to "try something new" in the shape of outdoor ads stems from slipping sales which Bert & Harry could not counter with their winsome soft sell. Piel sales were down about 2% last year, a decline of about 30,000 bbls. to 1,480,000 bbls.

Young & Rubicam is the agency. #

AD SWITCH—*This is the artwork for Piel's first outdoor drive in 20 years.*

Dairy Group Is Back in Night TV With Dinah Shore

CHICAGO, April 12—The American Dairy Assn. will return to nighttime network tv next fall, after a two-year absence, as a sponsor of a new Dinah Shore variety show series.

Miss Shore's shows on NBC-TV will alternate on Friday nights at 9:30 to 10:30 (EST) with about 16 American Telephone & Telegraph specials, and possibly some public affairs shows.

Twenty Dinah Shore shows are involved. ADA has purchased half-sponsorship of ten shows, with cross-plugs on the others. The time cost will be $1,600,000. No other sponsors have been signed as yet.

American Dairy dropped its partial sponsorship of the "Perry Como Show" (NBC-TV) after the 1958-'59 season, moving more of its ad money into "poster art" print ads.

ADA is now operating with more ad funds, said W. E. Rehmann, promotional director, and it will be able to make the network purchase without trimming other media budgets. In fact, the association was ready to go into nighttime network tv at the start of this season, but negotiations fell through on the "Shirley Temple Show."

ADA's advertising and merchandising budget for '61 is about $4,900,000.

■ The dairy group has used Dave Garroway's "Today" morning show on NBC-TV, spending $690,000 there last year. It used "Today" during the first quarter of '61, and may return during the last quarter.

Mr. Rehmann said Miss Shore's variety show will reach an audience similar to Garroway's—largely the broad middle group of older teens and adults up to about 50 years.

"We feel the time is just right for us," he said. "We'll tell our story on Friday night, just before the housewife does her Saturday food shopping."

ADA will advertise fresh milk, fresh milk products and butter on the show. "Another advantage," Mr. Rehmann said, "is that we can pick the stations on the network. Our board of directors wants to put our advertising for milk in the area where the association's money comes from, since milk is usually sold close to the source." The association expects to select about 175 outlets for its sponsorship.

■ As with Perry Como, the ADA again has a "personality" in Miss Shore, and she is expected to be well received with the 1,000,000 dairymen who comprise ADA. She will also be used by the association in its merchandising.

Campbell-Mithun, Chicago, is the ADA agency. #

Reynolds Shifts TV Stress Away From Westerns

Viewers Changing: Gray; Gains in '61 Cited for Camel, Winston, Salem

NEW YORK, April 13—R. J. Reynolds Tobacco Co., maker of Camel, Winston and Salem, plans fewer excursions into the Wild West with its tv offerings this year. Instead, the company will go in for more panel shows, more variety shows, more musicals.

Bowman Gray, chairman, told the company's annual meeting: "In recent years the television programs which generally have had the largest audiences have been the westerns and mystery-adventure shows. There have been indications in recent months, however, that television audiences are becoming more interested in more diversified types of entertainment.

"In view of this we are reducing the number of western and mystery-adventure shows sponsored by us and substituting other types of programs.

"Our present plan is to continue sponsorship of certain outstanding western or mystery shows such as 'Wagon Train,' 'Lawman,' and '77 Sunset Strip.'

■ "This fall we will add several new kinds of programs to our lineup—'Sing Along with Mitch,' which is a musical; a show on Saturday nights composed of full-length, first-class movies; the 'Garry Moore Variety Show' on Tuesday evenings; and 'To Tell the Truth,' a panel show.

"We also will sponsor a greater number of athletic and sporting event programs," he said.

Mr. Gray said that the 1960 ad budget was slightly higher than 1959's.

ADVERTISING AGE's profiles of the 100 leading advertisers (AA, Aug. 29, '60) listed the account at $49,000,000.

"As a percentage of sales, our advertising costs in 1960 were less than in 1959," he added. "We anticipate that our advertising expense in 1961 will be somewhat more than in 1960."

■ Mr. Gray reported that Camel, Winston and Salem showed gains in the first quarter of 1961, compared with last year's first quarter.

He said that Reynolds' 51%-owned West German subsidiary, Haus Neuerburg K. G., had considerably lower sales in 1960, as against 1959. This was due to the company's not having a large-volume filter brand, despite the fact that filters represent 68% of Germany's cigaret volume, he said.

In recent months, the German company has introduced two new filter brands, Royal Star and Reyno, he said, adding that Reyno is a mentholated cigaret similar to Salem.

U. S. sales for the first quarter were substantially above last year's period, when Reynolds reported a record $321,769,000, compared with $286,868,000 in 1959. #

WRLP Has Own Rate Card

WRLP, Greenfield, Mass., formerly offered as a bonus station with WWLP, Springfield, will henceforth be sold as a separate outlet. WRLP's hour rate will range from $250 for class AAA time to $75 for Class C. The minute rate will range from $50 to $15.

EXHILARATING—*Oldsmobile launches its F-85 Cutlass sports coupe with this color spread in the May 10 issue of Life.*

Olds F-85 Cutlass to Bow in 'Life,' Dailies, on Radio

DETROIT, April 12—Oldsmobile will launch its F-85 Cutlass sports coupe May 10 with a four-color spread in *Life*. Radio commercials will break the same day on the Lowell Thomas newscast (CBS). B&w newspaper ads will start May 12.

Four-color pages in consumer and special interest magazines will follow the *Life* spread.

Oldsmobile is the last automobile manufacturer to get into production of the luxury compacts that are bowing this spring—production will begin April 17—and the last manufacturer to complete its ad plans.

The Cutlass, like the Buick Special Skylark, has a 185 hp engine, high torque rear axle ratio, and high compression ratio—factors that allegedly combine with the "luxury interior and exterior trim to put the car way out of the economy class." The Cutlass will have a factory list price (not including taxes and dealer charges) of $2,395, same as the Skylark.

■ At the same time, Oldsmobile is joining Pontiac and Buick in bringing out a low price two-door coupe to serve as a leader for the compact line. The Oldsmobile F-85 club coupe will not get the same advertising support as the Cutlass. Its ad theme will be based on the $2,125 factory list price, lowest in the Olds family.

D. P. Brother & Co. is the Olds agency. #

'Salesweek' Folds, May Resume Later; Vision Withdraws

NEW YORK, April 11—National Sales Executives' venture into the publishing field is folding, at least under its present setup. Today Vision Inc., which provided publishing services for NSE's *Salesweek*, announced it was pulling out to cut its losses.

Vision claimed it was the only one of the participants to lose out on the deal, but NSE reportedly sank $350,000 into the venture.

As ADVERTISING AGE reported exclusively April 10, the fate of *Salesweek* in its present format was decided this past weekend by NSE's financial and executive committees, meeting in Milwaukee.

Further NSE meetings were due to be held later this week in New York to decide whether to go on with *Salesweek* in a different format after the termination of the contract with Vision Inc., which sources close to NSE have set at June 26. Indications were that *Salesweek* will be published as a monthly, rather than every two weeks, as at present. NSE owns the title, while Vision Inc. has rights to the format. Editorial responsibility will devolve on NSE's own staff. In addition, the magazine probably will be slanted more to local news and how-to articles.

■ Edwin D. Kline, business manager of *Management Methods*, said today that his company is among those being considered as publishers of "the new *Salesweek*." He declined to discuss the terms of the original contract discussions. #

Macfadden Buys Teleglobe; Plans Pay TV Test

NEW YORK, April 12—Macfadden Publications Inc., purchased Feb. 20 by Bartell Broadcasting Corp. (AA, Feb. 27), has flexed some of its new tv muscle by buying "less than controlling interest" in Teleglobe Pay-TV System Inc.

The publisher's video plunge presages a new, separate corporate setup, owned two-thirds by Macfadden and one-third by Teleglobe, which will dicker for "one of six or seven tv stations located in a 'hot' area," a source said.

This area would be subject to approval by the Federal Communications Commission for a pay tv test. It would "probably be a market of more than 500,000 persons," the source said. "But it definitely will not be on the East Coast."

■ Bartell Broadcasting presently owns a group of radio stations (WADO, New York; WOKY, Milwaukee; KYA, San Francisco; and KCBQ, San Diego), and two tv stations in the Caribbean: Tele-Curacao, purchased in 1960, in the Dutch West Indies, and Tele-Aruba, on the island of Aruba.

Indications were that the new company would not seek a pay tv outlet among Bartell's current locations, but would angle for a vhf channel via "acquisition or a licensing arrangement on a royalty basis." Consideration would be given to a Milwaukee site "as a last resort."

ADVERTISING AGE learned that Macfadden and Teleglobe, meanwhile, were ready to test the Teleglobe system in Bartell's Tele-Curacao operation, to "work out any bugs while awaiting a green light in this country." #

William Esty Appoints Four

Harold B. Simpson and Frank J. Mahon have been named associate media directors of William Esty Co., New York. Mr. Simpson, with Esty 12 years, formerly was radio-tv time buyer of spots. Mr. Mahon, with Esty 10 years, was previously a media supervisor. Lloyd G. Delaney, an Esty account executive, has been named a vp. Robert G. Minicus, formerly with J. Walter Thompson Co., has joined Esty as an account man on P. Ballantine & Sons.

FIDDLERS—*This advertisement for Young & Rubicam, New York, won for the agency top honors in the 1960 advertising awards competition sponsored by the American Music Conference, Chicago.*

GOA Will Give Free Boost to Autos via 1,000 Boards

CHICAGO, April 13—General Outdoor Advertising Co. will donate some 1,000 outdoor boards to the cause of the automobile industry beginning this month, in an effort to boost new car sales—and, in the long run, boost outdoor sales as well.

GOA, through its 37 branches, will put up 24-sheet boards across the country urging consumers to buy a new car—any new car—for spring. No brand names will be used.

In addition, GOA will promote sales through dealer tie-ins.

■ Details of the program will be outlined April 19 by GOA President Burr L. Robbins at a special meeting in Detroit of some 200 auto industry and agency officials.

Presumably GOA will use vacant boards for its new car sales promotion. As car sales increase, advertising budgets would be restored, and these boards could then be converted to paid space.

'60 TOPS FOR GOA IN SALES, EARNINGS

FLEMINGTON, N. J., April 12—General Outdoor Advertising Co. reported at its annual meeting here that sales and earnings hit new highs in 1960.

Consolidated net sales last year were $44,672,897, compared with $41,781,699 for 1959. Net earnings were $2,952,262, compared with $2,923,571 the previous year.

Burr L. Robbins, president of the Chicago-based company, said GOA had felt the impact of the recession in the first quarter of 1961, and that earnings would be "off somewhat" in the first six months of the year. #

Seidenbaum Adds 2 Accounts

William G. Seidenbaum & Co., New York, has been appointed advertising and merchandising consultant for Alsan Mfg. Co., New York, jewelry manufacturer. Seidenbaum also has been named to handle advertising for John L. Rie Inc., Thiers, France. The French company, which has plants in Yonkers and Wappinger Falls, N.Y., makes and imports plastic products.

Burnett Tells N.Y. of Michigan Ave. Appleknockers

(Continued from Page 1)

almost everything we create is cleared . . . Our committee is a sort of extrusion die that tries to give the agency's work the shape of quality."

Characterizing his agency as "the creative man's kind of big agency," Mr. Burnett mourned, "not everybody loves us . . . You have a chap here in New York, who, judging by his book, doesn't seem to take kindly to our sort of folks. 'Originality,' he says, 'is the most dangerous word in advertising.'

■ "I must admit that it takes a very original man to make a remark like that. If it was intended to be a shocker, it certainly was, to me at least. Sort of like having General Electric decide to come out with a theme line, 'Progress is our most unimportant product.'

"That agency, which seems to be identifying itself as the apostle of unoriginality (you don't suppose they're the people who sold that approach to the tv networks as a programming idea, do you?)—anyway, that agency said a while back that it had '700 people working to keep the client from changing an ad' that had run for 11 years.

"We've got 700 people working like crazy to make *new* ads and commercials. We're nutty. We like to make advertising. We think the people we're trying to reach can like advertising, and advertisers."

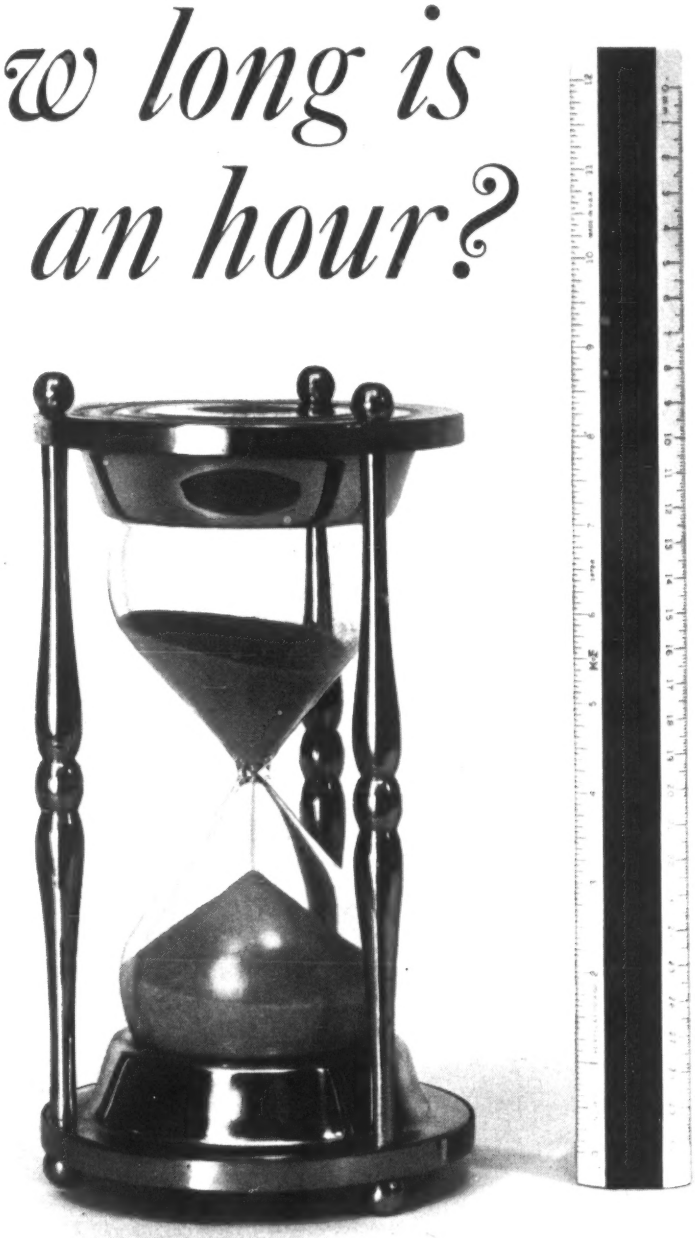
■ Mr. Burnett ended by holding out the olive branch of employment to the New Yorkers. "A writer should change jobs when it's no longer fun to come to the office in the morning," he recommended. So if his listeners found "basic compatibility" with his attitudes, if they are good creative men and like the bigtime ad business, "there may be a market for your services and a reward for your ego somewhere off this tight little island. . . . somewhere west of New Jersey," he suggested. #

St. Pete Sales $500,000,000

In a story about a campaign aimed at correcting the image of St. Petersburg as an old people's town (AA, April 10), ADVERTISING AGE reported last year's retail sales for the St. Petersburg-Pinellas area as $500,000. Retail sales actually were $500,000,000, according to Harold M. Canning, national ad manager of the *St. Petersburg Times*.

PRODUCTION MANAGERS...

how long is an hour?



600 miles long. In this jet age, the United States is only "six hours" wide. Emery Air Freight gives same day or overnight delivery *anywhere* in the country. That's why more and more production managers are using the speed and reliability of Emery to gain extra time for production of engravings, electros, and inserts to meet tight closing dates. Also, Emery's nationwide coverage means promotion material can be distributed simultaneously to dealers all over the country to tie in with national promotion plans. Find out how much faster Emery can deliver for you by calling your local Emery man, or write . . .

EMERY AIR FREIGHT

801 Second Avenue, New York 17, New York

Offices in all principal cities.

This Week in Washington . . .

Ramifications of Electric Goods Price Case Are Economic, Political, Moral

By Stanley E. Cohen
Washington Editor

WASHINGTON, April 13—The consequences of the electric machinery price fixing cases continue to accumulate, and it becomes abundantly clear that the end is nowhere in sight.

The companies have already suffered immeasurable injury so far as their reputations are concerned. They still face huge damage suits and other forms of reprisals.

For example, a quiet struggle has been raging within the Federal Communications Commission over the future of the radio-tv stations licensed to the electric equipment companies.

Never in its history has the commission withheld a license on the grounds that the applicant has been involved in anti-trust violations. But in the past, the licensees encountered only civil conviction. Now the commission faces situations where its licensees pleaded guilty to criminal charges which were of sufficient consequence that some of the individuals involved were sent to jail.

■ The commission's past misgivings about applying anti-trust law to its licensees have long been a source of irritation between FCC and the anti-trust division of the Department of Justice.

Despite Justice Department prodding, the commission voted last year to continue its "option time" rule for television networks. Only last month, the Justice Department filed a brief in the court of appeals here, contending that the commission should have considered the anti-trust consequences of option time arrangements.

More recently, the two agencies have been at war over the commission's refusal to let Philco intervene in a license renewal procedure for NBC's tv station in Philadelphia. A Justice Department brief scolds the commission for failing to examine the qualifications of NBC in the light of its anti-trust record.

Straying considerably from the main issue, the Justice Department told the court that FCC hasn't really looked at NBC's qualifications since 1933.

■ In the current soul-searching over the stations owned by electric equipment industry members, the Justice Department has been playing a somewhat mysterious role.

FCC's staff has reportedly worked up a report which concludes that there is "a strong presumption adverse to the qualifications of General Electric and Westinghouse to be commission licensees." But in the case of Westinghouse, at least, the Justice Department has volunteered a letter which specifies that the corporation's top executives were not implicated in the electric machinery rigging case.

Aside from the difficulties of the individual electric companies, the case is leaving its mark on business men in general. Several of the nation's most respectable corporations were caught like small boys with their hands in the cookie jar.

On this flood of excitement, the anti-trust agencies hope to get bigger budgets, and more cooperation from the courts.

■ Anti-trust chief Lee Loevinger exclaimed last week that anti-trust violators will be treated as "economic racketeers.

"Lawbreakers will be treated as criminals and not respectable business men," he announced. "A conscious violation," he said, "is a serious offense against society, which is as immoral as any other act that injures many in order to profit a few."

On an even more significant scale, the electric cases keep business on the defensive. The performance of the electric companies is being used to personify corruption in business, just as the Hoffa investigation was used to personify corruption in labor.

Attorney General Robert Kennedy commented the other day that he knew of at least 50 instances where corporations had worked hand in hand with labor racketeers. "Since coming to the Justice Department," he added, "I have found that corruption in industry is far more widespread than I realized."

■ The Attorney General thinks business associations like the National Assn. of Manufacturers and U.S. Chamber of Commerce should "clean house," just as labor unions did. At his press conference last week, he commented that none of the companies which were involved with labor racketeers suffered in any way.

Business associations have refused to accept responsibility for the individual activities of their members, but Commerce Secretary Luther Hodges has decided to see what he can do.

He already has forced his blue ribbon "business advisory council" to abandon some of the autonomy it formerly enjoyed. Now he is setting up a study group involving clergymen, educators and even labor experts, to consider a "code of ethics" which will help business men understand their responsibilities to the public.

■ Although the electric cases are being used to personify corruption in industry, they might well be used also to personify some of the unsavory aspects of politics.

Among those who are trying to parlay some extra political mileage from the electric cases are the members of the Senate judiciary committee's anti-trust subcommittee.

The full history of the electric industry bid rigging is to be dissected in a series of hearings which got under way today. The chairman, Sen. Estes Kefauver (D., Tenn.) reportedly is determined to show that the top corporation officers knew more about the price rigging than the published record shows.

It is hardly likely, however, that the committee will seek testimony from Robert A. Bicks, the government official most closely identified with these historic cases.

■ As acting assistant attorney general, his cases in the steel industry, banking and electric machinery were among the most important in anti-trust history. Yet, during the long months when he was whipping the electric machinery cases into final shape, his nomination for assistant attorney general gathered dust in a judiciary committee pigeonhole.

The senators who are busy rebuking the electric equipment industry for its sins can hardly be anxious to face Mr. Bicks. Too many people might wonder why senators who are so impressed with the importance of these cases sat silently last summer while the committee refused to report what should have been a routing confirmation. #

Aniol DeJernett | Goodwin Mithoff | Wilson Rosenwald | Burke Norsworthy | Buckner

NEW OFFICERS—*Newly-elected officers and directors of the Southwestern Assn. of Advertising Agencies are Ira DeJernett, DeJernett Advertising Agency, Dallas, secretary-treasurer; Richard Mithoff, Mithoff Advertising, El Paso, president; Monte Rosenwald, president, Monte Rosenwald & Associates, Amarillo, director and outgoing president; Tom Norsworthy, Taylor-Norsworthy, Dallas, vp; Dale Buckner, Buckner Advertising Agency, Lubbock; Claude Aniol, Claude Aniol & Associates, San Antonio; John Paul Goodwin, Goodwin, Dannenbaum, Littman & Wingfield, Houston; Bob Wilson, Wilson Advertising Agency, Tulsa; and R. J. Burke, R. J. Burke Advertising, Dallas, all directors.*

ARF, Du Pont Back $40,000 Probe of How to Harness Ads' Visual Impact

STATE COLLEGE, PA., April 11—HRB-Singer Inc., a research company more used to nuclear reactors and wind tunnels than advertising layouts, is trying to find out if an ad's visual strength can be harnessed.

The project, financed jointly via grants of $20,000 each from Advertising Research Foundation and E. I. du Pont de Nemours & Co., is being conducted in the labs of Pennsylvania State University here.

■ HRB-Singer, described by an ARF spokesman as "larger than A. C. Nielsen, but with no previous record in the field of advertising, marketing or research," was tapped for the job because of its "combination engineer-mathematics-psychologist makeup."

If all goes well with the study—first tipped to admen in ARF's 1960 annual report (AA, Feb. 20)—agencies of the future conceivably could check a "comp" layout's visual display efficiency before running it over to the client.

■ The ad power pre-test would use equipment similar to that currently getting the once-over at Penn State by HRB-Singer, which expects to wind up its work in July.

HRB-Singer is trying to measure (1) how long, (2) how brightly and (3) how near to the reader an ad must be exposed before it can be correctly identified.

A fourth test will attempt to measure an ad's "visual digestibility"—whereby two ads are presented at the same time, one to each eye. Most people will report seeing only one ad, said ARF, and most of these will see the same ad.

■ It has already been shown that some visual displays are consistently identified faster when presented in "binocular competition," as ARF terms the two-ad presentation.

Prior to its tests with 30 human "guinea pigs," each of whom will see the same 36 ads, HRB-Singer physically measured all the ad elements it could think of—illustration size, white space and illumination contrasts, to name a few.

HRB-Singer will match these measurement data with visual test results. The object: Find consistent relationships between the ads' physical characteristics and the test scores they receive.

If there is a link, then new ads will be designed to deliberately get high or low test scores. If they do, then ARF will conclude that the tests measure "something controllable by the advertiser."

■ ARF cautioned, however, that "we do not know whether we can develop rules or recipes for designing ads to achieve high test scores on such visual tests."

Each ARF member will have an opportunity to "purchase a set of the equipment at a cost considerably lower than that required to develop it," the foundation said, assuming the HRB-Singer tests pay off.

It said that Du Pont hoped to use the equipment "as the nucleus of a visual testing service available to its advertising managers who wish to compare the visual efficiency of any set of displays, billboards, trademarks, package designs, etc. as well as print ads." #

McCollister Named Univac Marketing Director

Edwin S. McCollister has been named marketing director of the Univac division of Sperry Rand Corp., New York. Mr. McCollister, who joined Univac in August and was appointed assistant director of marketing earlier this year, formerly was assistant vp of Burroughs Corp. and general manager of the data processing systems group.

Edwin S. McCollister

Mr. McCollister now will head all advertising, pr, field sales organizations, internal and external educational training and product and computer programming. He succeeds Gordon Smith, who has been named vp in charge of pr of Remington Rand.

Skip Services Like Marketing; Improve Ads, Spence Urges

(Continued from Page 3)

marketing advice unless it knows its client's product development policy, research and development policy, dividend policy, profit policy, pricing policy and acquisition policy.

■ "In short," said Mr. Spence, "an agency is not in a position to offer marketing advice unless it is an integral department of the company with which it is associated."

If all the energies of the advertising agency were devoted to the creation and placement of advertising, Mr. Spence said, more goods would be sold and there would be less criticism of advertising in general.

He suggested that if for competitive reasons agencies feel they should offer ancillary services, they should do so through a subsidiary company for a price apart from the 15% commission.

"It would be a welcome departure," he said, "to see an agency presentation based on creativity and supporting research in this field only." #

McKim Names Johnston to Succeed Mackay

McKim Advertising Ltd. has appointed Bruce F. Johnston manager of its Montreal office, succeeding Glen Mackay, a vp and director, who becomes responsible for business development.

Bruce F. Johnston

Mr. Johnston, a vp and director of the agency, joined McKim in 1952 and last year was appointed a member of the executive committee.

Weed Adds Two Stations

WDXB, Chattanooga, Tenn., formerly handled by H-R Representatives, and WLAN, Lancaster, Pa., previously represented by Headley-Reed Co., have appointed Weed Radio Corp. as their national representative.

Dumas Milner Contest Offers 50,000 Prizes

JACKSON, MISS., April 12—Dumas Milner Corp. will announce in a color spread in *Life*, April 28, a "50,000 Lucky Names" prize promotion with a possible $3,000,000 worth of prizes and a possible 50,000 winners.

The 50,000 names already have been picked from telephone directories in the U.S. A person must enter—either by sending his name on a label of Pine-Sol, Perma Starch, Copper Glo, Alumi-Glo or other Milner products, or by sending a postcard—in order to find out if his name has been selected as a winner.

Milner also is backing the contest with four-color junior halfpages in April and May issues of *Ladies' Home Journal*, and *McCall's* and similar space in *Good Housekeeping* and two-color two-column ads in the April and May *Family Circle* and *Woman's Day*. In addition, the radio spots will be used on 1,500 stations. A $400,000 ad budget has been set for the promotion.

Grand prize is a Dodge Dart filled with $10,000 in cash. 250 additional Darts are offered as first prizes. Other prizes offered include Keller dining room furniture sets (2,000), Lawn-Boy power equipment (7,000 pairs), Waltham watches (15,000), and Silex juicers (25,760).

Prize arrangements were handled by Product Exposure Inc., Chicago, specialist in developing contest themes and securing contest prizes.

Gordon Best Co., Chicago, is the Milner agency. ≠

LUCKY NAMES—*This four-color spread in Life, April 28, announces a contest, sponsored by Dumas Milner Corp., which offers 50,000 possible prizes.*

General Mills Appoints Flumerfelt, Four Others

Walter E. Flumerfelt has been appointed director of marketing of oilseeds operations in the new specialty products division of General Mills, Minneapolis, and William S. Mitchell has been named sales manager of industrial oils. S. D. Andrews Jr., a corporation vp, is general manager of the new unit, which consolidates the former oilseeds and special commodities divisions. Mr. Flumerfelt was formerly director of sales in the oilseeds division. Mr. Mitchell was formerly manager of technical oil sales of the oilseeds division.

At the same time, J. F. Matthes has been appointed group advertising director for flour and mixes in the grocery products division, and C. W. Plattes has been named group advertising director of cereals, pet foods, O-celo sponges and refrigerated products. Mr. Matthes was formerly director of advertising for cereals, pet foods, O-celo sponges and refrigerated products. Mr. Plattes was formerly ad manager of cereals and pet foods.

Atlantic Extends Credit Card Use to Include Phillie Tickets

Atlantic Refining Co., Philadelphia, has extended the use of its credit cards to include purchases of tickets to home games of the Philadelphia National League team, the Phillies, as a supplement to its radio and tv sports broadcasting. Through arrangements with the Phillies, holders of Atlantic credit cards may obtain advance box or reserved seats for any home games. Customers can reserve tickets as late as three hours before the game and pay for them with the regular monthly bill.

Atlantic's radio and tv coverage of major league ball games, beginning its 26th year, represents what is believed to be the longest continuous sports sponsorship in broadcasting. In addition to the Phillies, Atlantic also will broadcast and televise games of the Boston Red Sox, Pittsburgh Pirates and New York Yankees. N. W. Ayer & Son is Atlantic's agency.

Hubacek Moves Offices

Frank Hubacek & Associates, Chicago agency, has moved to new offices in the Monadnock Bldg. at 53 W. Jackson Blvd.

Storkline Launches New Logo Featuring Modern Stork

Storkline Corp., Chicago, has created a new logotype, representing the first step in a comprehensive design program. Created by industrial designer Morton Goldsholl, the new logo features the legendary stork in modern guise.

STORKLINE

At the same time, the company has given the company name a new look, by dropping script type face in favor of News Gothic condensed typeface. The company's new look will appear in all printed materials, advertising, displays and in its juvenile furniture, Joseph F. Zarish, marketing vp, said.

FPRA Survey Shows 55% of Financial Ad Budgets Will Rise

The research committee of the Financial Public Relations Assn. has revealed that a survey of 750 financial institutions indicate 55% of them will spend more on advertising this year than last, 10% will spend the same amount, and 35%—mostly smaller institutions—will cut ad budgets. Of the increased budgets, newspapers reportedly will get the largest share.

C&W Advances Two

John Miller, formerly marketing group director of Cunningham & Walsh, New York, has been promoted to the new post of merchandising manager in the agency's marketing department. Milton J. Sutter, C&W director of production-traffic, has been named a vp. He has been with the agency since 1926.

Harriet Bell Joins Claire

Mrs. Harriet Bell, formerly divisional merchandise manager of Mary Jane Inc., has joined Claire Advertising, New York, as marketing director.

"The day-to-day recommendations of my secretary, Miss Betty Truesdale, are important to me," says Otto Stern, President of Stern's Nurseries, Geneva, N. Y., one of the nation's largest plant nurseries selling by mail order. "She plays a significant part in our business of bringing new beauty to America's gardens." In so many teams at the top, the executive secretary exercises key responsibility. Her recommendations, for example, influence office purchasing, especially office supplies and equipment. That's why, in 1960, 168 companies advertised in TODAY'S SECRETARY, the only ABC-audited publication in the secretarial field. Your selling message in TODAY'S SECRETARY sells best because it reaches thousands of influential secretaries through the pages of their own magazine. The audience: over 151,000 paying subscribers, plus 345,000 additional pass-along readers every month. For more details, phone or write for Fact File on TODAY'S SECRETARY and the increasingly important secretarial market.

TODAY'S SECRETARY

...the magazine that sells the secretary—sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 50,026

HELP WANTED

ADVERTISING SALESMAN

Experienced calling on industrial accounts, to cover eastern territory for top management newspaper. Excellent potential for imaginative, enthusiastic and persistent salesman. Salary and commission arrangement. Please send complete resume, business references and salary desired in confidence.

Box 4738, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

P-O-P DISPLAYS

Opportunity for creative salesman or broker with active accounts; can acquire partnership in established display company. Write

Box 4710, ADVERTISING AGE
630 Third Ave., New York 17, New York

Spare-time Ghost Writer—

Non-profit organization wants writer of exceptional ability for dramatic, dynamic, factual anti-communist article series. Top earning potential. Send resume. **F. Clyde Tuttle, 607 NE 17th Way, Ft. Lauderdale, Fla.**

Perhaps you know some one this would fit. You'll do him a favor to refer this to him. You may be interested yourself. It is an ideal position for a man with a background of advertising experience and good reputation, too young or too vital to retire but who wants to keep active with lighter duties and no pressure. Primarily servicing advertising accounts in New York for group publications. Excellent conditions. Finest New York office building. Salary $500 month and expenses. Write FULLY and in confidence to

Box 4756, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

EDITOR—Trade show magazine-rewrite-Layout-production. Write brief resume to: **Mr. Henry Heller, National Trade Show Publications, Inc., 612 S. Ardmore, Los Angeles, 5, Calif.**

ADVERTISING MANAGER

Experienced in conception and production of ads, catalogues, displays. Operate sizable printing department and Advertising Agency. Career opportunity for shirt-sleeve ad man with ambition for growth. **Radiator Specialty Company, 1400 W. Independence Blvd., Charlotte, N. C., Phone Franklin 7-6555.**

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

HELP WANTED

Advertising Manager, Assistant, for trade magazines. If you are currently selling space or are employed in media-marketing of ad agency and are interested in trade papers as a career, this is for you. Growing multi-mag publisher has unusual opening for young, bright ad man with management talent $10,000-$12,000 start, with ceiling unlimited. Write in confidence.

Box 4757, ADVERTISING AGE
630 Third Ave., New York 17, New York

INTERNATIONAL AIRLINE for Chicago Office

Leading carrier seeks live Sales Promotion Manager. Must be leader to take direction of active Sales Promotion Dept. Previous Travel Agency or Airline experience a must. Window displays, direct mail, tour folders and local ad budget are dessert to the man sought. Wild growth opportunities. Full benefits include RTW travel privileges. Salary $7,-000. Submit complete resume with photo.

Box 4759, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTIST—DRAFTSMAN

for litho. Full time. Ideal for man with ideas to settle in Wisconsin's Vacationland. Begin immediately.
Weber Publishing Co.—Park Falls, Wis.

PRODUCTION MANAGER

$7500-$9500. Type composition firm. Additional helpful exp.: art, layout, typing. 25-45 yrs.

Box 4763, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Advertising Space Salesman: Medium size trade paper company has opening for talented, well trained ad man with management potential. Write in confidence.

Box 4760, ADVERTISING AGE
630 Third Ave., New York 17, New York

ASST. ADVT. DEPT. MGR.

For large retail chain in Cleveland. Supervise 7 people. Must make layouts, and have knowledge of copywriting and finished art. Previous experience necessary. Give details including salary.

Box 4764, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Want higher salary, greater opportunity, more security? Investigate job market. Get free copy. **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4.**

ADVERTISING AGENCY—TRAFFIC

Need traffic man in 4A agency who will assist account executives on national food account. Require at least 2 years experience in advertising or related field. Chicago resident preferred. Write full details including resume to:

Box 4758, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Our 50th Year

SALES PROMOTION—Publisher direct mail exp. des $7,500
COPYWRITER—industrial bkgnd expanding Chicago adv. agency 9,000
JR. COPYWRITER—good oppty—mainly house-organ accts 6,500
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone CEntral 6-5353

SECRETARY

Midwest Ad Manager of missile space magazine needs experienced "Girl Friday" to assist in interesting and diversified position. Large publishing firm with modern air conditioned Chicago offices. Excellent starting salary and many fringe benefits.
CE 6-5804

POSITIONS WANTED

COPY/PROMOTION

Bright young man available: now ±2 in media promotion for major business publication. Facile, adaptable, professional.

Box 4742, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SELF STARTER WITH IDEAS

Seeks challenging opportunity and financial reward. 8 years successful advertising sales background. Consumer or trade publication space sales. Agency copy-contact potential. Will relocate and travel. Resume.

Box 4761, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Ex editor of auto magazine with excellent international automotive advertising, P.R. & sales prom. background, seeks challenging position here or abroad requiring ambitious experienced 46 yr old American who is ready to roll up his sleeves to prove that he's worth $10,000 per yr. **RFD ±1, 72, Monticello, N.Y.**

In next office to healthy boss and 30 years from a pension, I'm "looking." Have decade of planning, budgeting, creating ads, direct mail, movies, publicity for top-flight hard goods mfr selling U.S. and export mkts. Want to manage ad dept. for aggressive mfr or create contact for agency with future. Married, college graduate, self-starter.

Box 4762, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER

2½ yrs. Mail Order exp. consumer appliances, farm, industrial equip. Also sales letters, brochures, Mkt. Research.

Box 4765, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKET RESEARCH

Experienced in both quantitative and qualitative analysis. Strong broadcast background. Can write. College grad (E (Engl. and Bus. Ad.). Late 20's. References.

Box 4766, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Profit Problems?

Seek opportunity which requires profit problem solving. Function as generalist or specialist. Well rounded experience inculdes large manufacturer, ad agency, drug chain, high & low price retailers, market research company. Worked as AE, AM-SPM-PRM, analyst, writer, researcher, salesman. Age 34; 5 yrs. college.

Box 4767, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA SALES REPRESENTATIVE

Executive media sales opportunity with well-known outdoor advertising company operating in one of top markets known for excellence of outdoor advertising. Man must possess previous successful outdoor sales experience. Salary commensurate with experience, plus expenses. Send complete resume in confidence.

Box 711, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

POSITIONS WANTED

SECRETARIES, BOOKKEEPERS, GIRL FRIDAYS Good Background, education, neat appearance. **Larkin Employment Agency, 130 W. 42 St. NYC OXford 5-2668 Established 1935**

TRADE PAPERS OR REP SALES JOB exp. in newspaper-radio sales, B.S. journ., 30.

Box 4768, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRO WRITER TO EASE YOUR LOAD!

Long experience on national accounts. Knows speech-writing, motion picture—slide-film scripting, meeting materials, "live" shows, TV spots. Visual communicator. Firm quotations. Realistic fees.

Box 4769, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR (Top Pro)

17 yrs. exp. Highly creative, crisp modern layouts, top finish art to production, all media. Contact, organize, supervise. Seeks warm dry climate with good firm. $9,500

Box 4770, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCER

Unique bg. in TV Programming, Mot. Pix Prod. & A-V Aids. Inventively thorough. Good Team Man in Visual Communications.

Box 4771, ADVERTISING AGE
630 Third Ave., New York 17, New York

AVAILABLE

For Promotion, Advertising Mgr., or Public Relations trnee. job.

Young, energetic advertising man with 12 yrs. exp. (Heavy in Sales Promotions) seeks career position where creative ability will be utilized and to be able to solve problems and make decisions at a staff level.

I love hard work, brainstorming, organizing, detail work and meeting people from every walk of life.

Will consider liason duties in P.R., Promotions, Customer Relations and or advertising assignments in both American and Foreign markets.

Top References, 5 yrs. on present job.

Box 4772, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SOUTHEAST

Desire dept., agency or allied position in southeast. 17 years diversified dept., agency, sales promotion, merchandising, pub. rel. and graphic arts experience. Industrial and consumer. Contact, creative, administrative work. Dependable, resourceful. Married. College. Moderate salary requirements. Former area resident.

Box 707, Advertising Age
200 E. Illinois St. Chicago 11, Ill.

Versatile, energetic 38 year old Director of Advertising

with 13 years experience in all phases of advertising, merchandising, and marketing of consumer hard-goods seeks new association. Can bring broad creative background and administrative know-how to either account executive position in advertising agency or manufacturer of major consumer products. Complete resume upon request. Desire Chicago location—minimum salary $17,000.

Box 708, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

JUNIOR MERCHANDISING EXECUTIVE

Old established New England manufacturer offers challenging position for a potential merchandising executive who has 3 or 4 years' experience in the field of pressure sensitive label and tape conversion. Salary commensurate with experience. Please submit resume, including business and scholastic background, references, salary requirements, etc. to Box 691, Advertising Age, 630 Third Avenue, New York 17, N. Y.
All resumes will be held in strict confidence.

CREATIVE DIRECTOR $22,500+

Must possess versatile exposure to consumer & industrial products in print & broadcast media. Should be capable supervisor & administrator. Could be ±2 or ±3 man in well-known agency seeking greater challenge & opportunity. Salary plus liberal incentives. Mid-Eastern agency.

If qualified & interested, contact me in absolute confidence.

George E. Pylkas
Manager—Advertising Division
CADILLAC ASSOCIATES, INC.
29 East Madison Bldg., Chicago 2, Illinois
FInancial 6-9400

REPRESENTATIVES WANTED

Newly established electronics publication seeks space representatives in several areas of country. Excellent potential.

Box 4774, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL SALES REPRESENTATIVES

Selling package direct mail programs in Chicagoland area to top level executives. Leads furnish. . . . experience preferred. . . . full or part time. . . . straight commission. Write

Box 4775, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Midwest and Eastern Publishers' Representatives wanted for weekly trade paper and new monthly professional journal in two exciting, rapidly growing fields. **Hoffman Publications, 425 Park Avenue, South; New York 16, N. Y.**

REPRESENTATIVES AVAILABLE

HARD SELL

Publisher requiring New York Sales Representative with 15 years of consumer, industrial and trade magazine experience as Advertising Director. Looking for publisher with a good property with need for immediate results. Am anxious to meet your new challenge.

Box 4773, ADVERTISING AGE
630 Third Ave., New York 17, New York

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.

Box 4733, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

WANT A MAGAZINE?

You can buy controlling interest in a new regional monthly trade magazine (3 issues old—good acceptance) with 9,800 controlled circulation for $2,200. Free editorial guidance if required. Take over immediately. Write

Box 4776, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

PROCESSED FILM LETTERING

on glossy stats for your brochures, ads catalogs, folders—50c. per word. FREE catalog of styles. Complete art work. **Ted Fenberg Associates, 342 Plymouth Court, Chicago 4, Ill. WA 2-7751.**

ARE YOU SHOVELING MONEY DOWN AN ADVERTISING RATHOLE?

90% of industrial businesspaper ads can be improved. Satisfied with yours? Top copywriter will give you a no-holds-barred evaluation of your ads and show you exactly how to make the most of your message. Confidential. You pay nothing if not satisfied. Mail proofs today.

INDUSTRIAL CONSULTANT
Box 4695, ADVERTISING AGE
630 Third Ave., New York 17, New York

Agency Partner Wanted

Half-interest in successful, highly regarded, adequately financed Los Angeles consumer goods agency billing $500,000. One partner retiring, remaining partner semi-active. Investment, $10,000. Unusual opportunity for young man of ability and integrity. **M. C. Jones, 360 S. Burnside, Los Angeles 36.**

New knife in plastic case is highly effective premium. Folks welcome it, keep and use it. Has safe, retractable, easily changed razor blade; twine cutter slot, hang-up hole. Ideal office knife. For home, store, factory . . . everything from seam ripper to package opener. Aluminum. So light it goes postage free as envelope enclosure. Low as 12¢. Free Sample.

THE HIGHSMITH CO., FORT ATKINSON 1, WIS.

ANOTHER HIGHSMITH *Mailable* PREMIUM

SPACE SALESMAN

We have an opening in Chicago for an able young man who has had several years experience and would like to move into a major territory. Must be married, college degree, military service over, and willing to travel. **Apply by letter only to Angus Ray, Package Engineering, 185 North Wabash, Chicago.**

If you sell the farm trade . . .

UNDERSTANDING TODAY'S FARMER

will help you do a better job. This new 30-page booklet tells why the farmer stopped buying, why he could start again, the influences in his buying; points up specific weaknesses in fertilizer and grain drying advertising. If you sell the farm trade, you need **UNDERSTANDING TODAY'S FARMER.** $1.00 per copy, postpaid. Address . . .

Magazine of Livingston County
PONTIAC 2, ILLINOIS

WANTED EXPERIENCED COPYWRITER

The kind of man we (a N.Y. City advertising agency) have in mind isn't staggered by the idea of writing a long piece of copy. He can marshal his facts—and then sit down and write an advertisement which will impel people to act. He is good on headlines and copy ideas. His experience will equip him to do good work for clients who are among the top companies selling their products or services by mail, through advertising in national publications. This is a job he will want to use as a stepping-stone to a lifetime career—because it is of that stature as to advancement and future possibilities. The salary (with bonus and profit-sharing) will be commensurate with previous experience and proven ability. If you believe that you are the man we have in mind please write us fully about yourself.

Box 706, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

INDUSTRIAL ADVERTISING MANAGER

Unusual opportunity for young man possessing talent and experience to be Advertising Manager of large, diversified industrial concern with AAA rating in growth industry. Our sales exceed $35 million annually, and we are listed on N.Y. Stock Exchange. Executive offices and plants in Kansas City.

Our Ad Manager is responsible for a budget over $400,000 allocated to space advertising (30 publications), extensive collateral materials for field offices and distributors, direct mail, trade shows, print shop, sample dept., house organ, product publicity. He will work with advertising agency as well as managerial talent. Carries responsibility and authority.

First step is to submit resume; later, interview with Sales Manager and ad agency; finally, a visit to Co. headquarters. All replies treated in strictest confidence. Our people know of this ad. Address Box 712, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

UNUSUAL OPPORTUNITY FOR COPY CHIEF (Ohio)

Branch of large national agency needs "writing" copy supervisor. Retail advertising experience essential, also some knowledge of the appliance field. Job covers print, TV, radio, booklets, direct mail, promotions, etc. Age—30 up. Salary depends on qualifications.

Prove yourself here and you're assured of major advancement in our overall agency operation.

Send full particulars, including salary requirements, to: Box 709, Advertising Age, 630 Third Avenue, New York 17, New York.

COPYWRITING
CONSUMER AND INDUSTRIAL
Prompt...professional. We do a full-time job for a part-time fee!
HOLDEN ADV.
AVenue 2-3367 (Chi.)

CHICAGO FREE LANCE SERVICE
We offer you the services of Chicago's top-level creative talents. All media. Ideas, copy, layouts, storyboards. We'll handle your creative department overload.
JOHN DENNISON & ASSOCIATES
30 N. La Salle St. — AN 3-1152

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

ADVERTISING SUPERVISOR
Evanston-based division of this fast-growing leader of its field needs and aggressive, seasoned copywriter with successful experience in art direction and offset production. It is a fast-paced job requiring plenty of stamina and confidence, competent decision. This young man, 25 to 32, will supervise copywriters, artists, printers and ad agency in execution of complex program of sales bulletins, product brochures, mail order catalogue and trade journal advertising. Good starting pay, outstanding benefits and fine future for a proven ad man ready for a new challenge and an upward step. Send resume to: **Personnel Director, American Hospital Supply Corp., 2020 Ridge Avenue, Evanston, Illinois.**

PICTURE YOUR PRODUCTS IN THESE SPECTACULAR SETTINGS
Greater readership for your ads . . . great publicity potential. Use the most beautiful areas in the U.S. for a product backdrop . . . Glacier Park, Yellowstone, wilderness, famous lakes and streams, snow dusted peaks, cattle country, expanses of prairie. Well-published photographer and writer; color, B W, still, motion; $90 per assignment, $50 first photo, $25 each additional. You consign or dealer-deliver product. I take care of travel expenses and WEATHER. **Write or wire Photographs, 616 Strain Building, Great Falls, Montana, GL 2-8581.**

DON HARRIS NEEDS:
FOOD CHAIN SALES PROMOTION-ADVERTISING. Man in 30's to develop franchising for fast-growing 1960's-minded corporate chain. Lots of room for growth into management, which will be a basis of selection. Exceptional plus-benefits. $15M
SPECIAL NOTE: Who is Don Harris? In his 26 years with agencies and with the biggest food company he was with one medium size and three big agencies. Copy, copy-contact, account executive, copy supervisor, account supervisor, in that order the latter for 17 years because he made sense to sales managers.
DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson Chicago WA 2-9400

WANT A BEER ACCOUNT?
America's *only* complete brewery marketing organization now offers you the creative material that will land that brewery account you've been after. Everything you need—sharp, colorful outdoor boards . . . eye-catching newspaper ads . . . quality point of purchase . . . packaging . . . sales building promotions . . . a complete program of tested and proven material that is better than anything you've ever seen! It can be yours exclusively in your area. Get full details . . . wire or call **Howard D. Morris, Executive Director, United Breweries of America, 946 Greentree Rd., Pittsburgh 20, Pa. WAlnut 2-3900.**

OPPORTUNITY FOR ART DIRECTOR
We have an opening for an art director who is strong on developing ideas and visualizing as well as finished layout and art buying. Experience in national, trade and literature. Give full details in first letter.
Geyer, Morey, Madden & Ballard, Inc., 931 Third National Bldg., Dayton 2, Ohio

SILVER SCEPTER—*George Romney (left), chairman and president, American Motors Corp., Detroit, receives the second Silver Scepter award of the National Business Publications as "market maker of 1960." Marshall Haywood Jr., president of Haywood Publishing Co. and new NBP chairman, makes the presentation at the annual spring meeting of NBP (AA, April 3).*

Treyz Attacks Copy-Cat Tactics of CBS and NBC

CINCINNATI, April 12—ABC Television, which frequently has taken pot shots from competing networks for "narrow-gauge" concentration on a few mass appeal program categories, today fired a volley at CBS and NBC for turning from leadership to follow-the-leader tactics.

The man who struck back for ABC-TV was the network's president, Oliver Treyz. In a speech before the Advertisers Club of Cincinnati, he emphasized that program diversity must be a three-network affair. Without diversity that gives viewers a choice of types of entertainment, television, he warned, was bound to lose even more ground with the more selective, light-viewing homes. Mr. Treyz did not mention his competition by call letters.

"There is important significance in the fact that the light-viewing 20% of tv homes have cut their viewing about one-third over the years," Mr. Treyz said. "Why has this happened? Has their desire to be entertained and informed diminished? Not at all.

■ "The program service they get has changed. The fervor and excitement over the medium's potential could succumb to an inherently dangerous virus—the trend toward sameness, safety and imitation.

"In 1955-'56, only 11% of the total tv evening structure was action-adventure on film. Because ABC learned through research that there was a strong public demand for more, we set out to fill that need with new programs.

"We sought new sources of supply not previously tapped by the old-line networks—major motion picture studios. Walt Disney gave us the first big budget children's program, Warner Bros. supplied 'Cheyenne,' the first hour-long western. These were followed by '77 Sunset Strip,' the original private eye, fun-and-games program set against a real and glamorous backdrop.

■ "'Maverick' too was a totally different program when it was launched. Not only was it a fresh satirical slant on westerns, it also offered the early Sunday evening viewer an alternative choice to the competing variety programs of Ed Sullivan and Steve Allen. 'Maverick' scored a great success and made an important contribution to the viewing enjoyment because it added diversity to television. 'Maverick' was competition in opposites, not competition in kind.

"As ABC broke new ground, a large segment of the viewing public moved with us, particularly the young postwar families. Unfortunately in the wake of ABC's success, the old-line networks started to abandon their established areas of achievement in live drama, variety and comedy shows to attempt to parallel us.

"This movement of the other networks was accentuated by the sudden demise of the quiz shows, which until that time had been a significant dividing line between ABC and the other networks. ABC could have decided to emulate this successful programming. But we had decided not to answer the '$64,000 Question' with another quiz," the ABC-TV president said.

■ Mr. Treyz termed pioneering the shortest route to success and imitation a straight line to loss of audience. As a case in point, he cited the Friday night competitive picture. "Route 66," a CBS lookalike for "77 Sunset Strip," programmed opposite the ABC action-adventure show, drew a smaller audience than the original.

But when NBC came in with a counter-programming move, "Sing Along With Mitch," pitted against "77 Sunset Strip," the non-imitative show became No. 1 in the time period. He also noted the critical acclaim accorded ABC's new documentary techniques and the popular reception given the pioneering adult cartoon series, "The Flintstones."

Mr. Treyz said no network could be all things to all people, but that all the networks collectively should be in balance, with each developing its own vitality, individuality, uniqueness and personality, and thereby providing a full, rich, diversified total television service. #

Macfadden Names Young VP, Ad Director

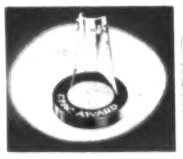
Robert L. Young has been appointed vp and advertising director of Macfadden Publications, New York, a new post. Last with the sales department of *McCall's*, New York, Mr. Young formerly was with Crowell-Collier Publishing Co. and Petroleum Publishing Co.

Robert L. Young

Lee Andrews is ad director of the Macfadden women's magazines; Robert Thomas is ad director of the men's magazines.

CFAC Establishes Hermes Award Trophy

The Chicago Federated Advertising Club has established a Hermes award to be presented at its annual awards banquet to be held at the Knickerbocker Hotel, Chicago, May 18. The Hermes awards will be presented to advertisers of winning entries in each of 60 sub-categories. In addition, five certificates will be awarded in each category, bringing the total number of awards to be presented to 360.



The Hermes award, named after the messenger of Greek gods, incorporates the concept of communication and competition spirit in a mask. Laurel wreaths on either side of the mask symbolize competition.

Raphael Joins Gumbinner

Gail Raphael, formerly copy supervisor and vp of Doherty, Clifford, Steers & Shenfield, has joined Lawrence C. Gumbinner Advertising, New York, as senior copy supervisor.

'TV Guide' Revenue Gains

TV Guide, Radnor, Pa., reports a 46% increase in advertising revenue during the first quarter of 1961. Revenue increased to $4,518,728 in 1961 from $3,096,395 during the first quarter of 1960.

Frazer Joins 'SEP'

Robert B. Frazer, formerly with Congoleum Nairn, Fort Wayne, has joined the St. Louis office of *The Saturday Evening Post* as a business relations representative, a new post.

Hartford Named Penton VP

Penton Publishing Co., Cleveland, has elected Robert L. Hartford, publisher of *Machine Design*, a vp. Mr. Hartford joined Penton in 1936.

He WANTED a TOP NOTCH AD MAN

. . . and got replies from 43 applicants!

Total cost? Only $13.75 for the single classified ad in Ad Age.

It's almost too good to be true — the ease with which you can hire good men through the Advertising Market Place in Ad Age.

And, of course, it works both ways. No matter which side of the fence you're on—buying or selling—use the Advertising Market Place for quick, low cost results!

For each week's issue of Ad Age is read by over 177,000 key advertising, selling and marketing executives. And The Advertising Market Place is one of the best-read pages in best-read Advertising Age!

Use this handy coupon to mail your classified ad today.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Estimated Expenditures of 348 Network TV Advertisers Spending $25,000 or More in 1960

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

Rank		Gross time charges
243	Academy of Motion Picture Arts & Sciences	$ 143,517
*226	Adams Corp.	180,265
138	Adolph's Ltd.	606,506
*246	Airequipt Mfg.	138,991
22	Alberto-Culver	8,822,038
284	Aluminum Ltd.	82,175
50	Alcoa	3,492,926
285	American Character Doll	80,404
39	American Chicle	4,612,913
190	American Cyanamid	280,976
128	American Dairy Assn.	689,839
289	American Express	77,638
84	American Gas Assn.	1,478,363
2	American Home Products	33,376,057
256	American Luggage	129,565
*202	American Machine & Foundry	249,105
177	American Marietta	380,884
165	American Motors	426,297
*280	American Photo Equipment	94,351
*332	American Red Ball	36,570
73	American Tel & Tel	1,904,364
19	American Tobacco	9,701,965
248	Amity Leather	137,595
131	Anheuser-Busch	646,573
45	Armour & Co.	3,988,370
43	Armstrong Cork	4,181,034
229	Arnold Schwinn	174,000
257	Atlantic Refining	128,448
156	Atlantis Sales	500,447
167	Avco Crop.	422,380
273	P. Ballantine & Sons	111,732
32	Bayuk Cigars	5,705,471
38	Beech-Nut Life Savers	4,819,117
61	Beecham Products	2,796,388
111	Bell & Howell	1,009,047
196	Benrus Watch	264,875
223	Berkshire Knitting Mills	192,205
*271	Better Vision Institute	113,971
*249	Binney & Smith	137,458
90	Hazel Bishop	1,305,408
233	Bissell	160,816
36	Block Drug	5,242,390
*313	Blue Bell	47,820
130	Bon Ami	655,388
135	Borden	613,920
258	Botany Industries	121,299
291	Boyer Int'l Labs	75,960
88	John H. Breck	1,322,555
240	Bridgeport Brass	152,204
110	Brillo Mfg.	1,025,496
16	Bristol-Myers	10,747,288
10	Brown & Williamson	12,533,149
182	Brunswick	332,404
310	Burgermeister Brewing	50,794
206	Burlington Industries	236,835
157	California Packing	488,109
34	Campbell Soup	5,304,700
89	Canada Dry	1,311,430
145	Canadian Breweries	570,799
56	Carnation	3,009,147
29	Carter Products	6,174,175
*311	Chanel	48,592
97	Chemstrand	1,190,550
*235	Chemway	158,930
78	Chesebrough-Pond's	1,786,149
337	Chicago Printed String	32,451
341	Chicago Show Printing	30,420
23	Chrysler Corp.	8,638,201
328	Chun King	37,871
306	Citizens for Kennedy	55,475
125	Citizens for Kennedy & Johnson	708,829
299	J. R. Clark Co.	66,290
132	Cluett Peabody & Co.	645,229
148	Coca-Cola	561,080
*322	Coleman Co.	42,790
5	Colgate-Palmolive	22,511,280
209	Colorforms	232,000
251	Columbus Coated Fabrics	133,735
*302	Commonwealth Products	60,000
134	Congoleum-Nairn	613,929
92	Consolidated Cigar	1,290,070
194	Consolidated Foods	270,943
141	Continental Baking	593,837
*274	Continental Oil	111,430
*214	Continental Wax	219,447
279	Coopers	96,336
52	Corn Products	3,342,356
143	Coty	984,650
99	Cowles Magazines	1,188,633
174	Cracker Jack	394,135
253	Curtis Publishing	132,976
275	Democratic National Committee	109,074
295	Democratic Party—Cook County	72,950
81	Dow Chemical	1,613,613
296	Dow Corning	72,430
48	Drackett Co.	3,577,524
225	Drug Research	185,910
*100	Dumas Milner	1,174,728
28	Du Pont	7,558,622
255	Dusharme Products	131,780
*346	Eagle Pencil	26,481
35	Eastman Kodak	5,271,794
261	Eleanor Roosevelt Institute for Cancer Research	118,265
129	Electric Autolite	675,878
*297	Electric Storage Battery	70,240
153	Elgin National Watch	536,419
118	Equitable Life Assurance	835,763
163	Eversharp	432,891
184	Ex-Lax	324,760
180	F & F Labs	363,347
199	Max Factor & Co.	258,428
95	Falstaff Brewing	1,236,529
*142	Field Enterprises Educational Corp.	587,898
*316	J. H. Filbert	45,740
77	Firestone	1,789,210
205	Florida Citrus Commission	239,331
213	Florists Telegraph Delivery	221,581
14	Ford Motor	11,159,933
69	General Cigar	2,307,464
31	General Electric	5,745,718
6	General Foods	18,623,648
9	General Mills	14,651,707
4	General Motors	22,985,033
147	General Nutrition	566,401
267	General Telephone	115,296
119	General Time	832,269
303	Genesee Brewing	58,170
122	Gerber Products	759,149
308	Gibson Greeting Cards	51,783
294	A. C. Gilbert	73,640
12	Gillette	12,075,302
241	Glidden	147,323
101	Gold Seal	1,151,020
83	B. F. Goodrich	1,568,158
76	Goodyear	1,819,908
136	Greyhound	613,536
288	Grocery Store Products	77,780
317	Gulf Guaranty Land & Title	45,505
87	Gulf Oil	1,334,609
200	Hagan Chemicals & Controls	255,347
*238	Haggar Co.	153,280
103	Hallmark Cards	1,145,218
*344	Hambro Automotive	28,841
169	Theo. Hamm Brewing	412,908
333	P. H. Hanes Knitting	36,000
139	Hartz Mountain	605,576
57	H. J. Heinz Co.	2,940,051
51	Helene Curtis	3,350,042
112	Hills Bros. Coffee	979,556
154	Hollywood Brands	512,640
137	Hoover Co.	612,005
319	Hygrade Food Products	45,419
329	Ideal Toy	37,790
338	Independent Citizens for Nixon & Lodge	32,297
186	Independent Television Committee	315,430
247	Insurance Co. of North America	138,394
149	International Parts	552,183
211	International Shoe	228,377
337	Jantzen	35,920
348	Jaymar-Ruby	25,179
171	Andrew Jergens	397,224
278	Johns-Manville	100,497
305	Howard D. Johnson	55,496
41	Johnson & Johnson	4,297,630
25	S. C. Johnson & Son	8,103,747
40	Kaiser Industries	4,448,040
173	Kayser-Roth	394,705
18	Kellogg	9,900,196
150	Kemper Insurance Group	551,526
159	Kendall	476,444
49	Kimberly-Clark	3,524,286
*331	Kiwi Polish	37,768
314	Knapp-Monarch	47,160
266	Charles B. Knox Gelatine	116,325
*339	Kurlash	31,960
*269	Lanolin Plus	114,270
198	Lanvin Parfums	260 563
*320	Lawry's Foods	45,000
98	Thos. Leeming & Co.	1,188,960
181	Lehn & Fink	358,316
*276	Lenox Inc.	106,840
3	Lever Bros.	28,613,140
260	Lewis Howe	119,770
164	Libbey-Owens-Ford	429,160
15	Liggett & Myers	10,991,624
293	Lincoln National Life	73,815
330	Lionel	37,790
*324	Little Crow Milling	42,000
96	Longines-Wittnauer	1,192,020
26	P. Lorillard	7,755,281
140	Ludens	601,020
124	M & R Dietetic Labs	727,151
*327	Malt-O-Meal	39,705
228	Manhattan Shirt	177,853
105	Mars	1,120,670
79	Massey-Ferguson	1,667,479
93	Mattel	1,272,690
*232	McCall Corp.	162,165
80	Mennen Co.	1,621,120
102	Mentholatum Co.	1,148,774
20	Miles Labs.	6,839,446
170	Miller Brewing	408,940
*312	Miller Brothers Hat	48,018
298	Minnesota Mining	70,176
162	Minute Maid	443,309
116	Mogen David Wine	938,889
270	Mohasco Industries	114,075
250	Monsanto Chemical	135,720
54	Mutual Benefit	3,036,436
17	National Biscuit	10,347,922
188	National Brewing	300,682
24	National Dairy Products	8,529,811
155	National Grape Co-Op	511,220
265	National Nixon-Lodge Clubs	116,550
219	National Presto Industries	201,364
146	National Republican Congress. Comm.	568,150
290	National Republican Senatorial Comm.	77,205
82	Nestle Co.	1,611,156
*342	N. E. Mutual Life	30,223
126	North American Philips	707,302
179	North American Van Lines	367,170
*343	North Woods Coffee	30,000
262	Northam Warren	117,870
189	Norwich Pharmacal	298,788
72	Noxzema Chemical	1,906,269
272	Ocean Spray Cranberries	113,540
323	Ohio Oil	42,686
227	Old London Foods	179,850
71	Olin Mathieson	2,190,483
221	Outboard Marine	194,033
192	Pabst Brewing	276,799
185	Palm Beach	316,430
187	Pan American Coffee Bureau	314,734
65	Pet Milk	2,529,401
*282	Peter Pan Foundations	90,630
117	Peter Paul	879,249
191	Philadelphia & Reading	280,348
218	Philco	204,586
13	Philip Morris	11,245,448
*204	Phillips Petroleum	244,056
166	Phillips-Van Heusen	425,524
37	Pillsbury	4,927,310
85	Pittsburgh Plate Glass	1,374,266
*104	Plough	1,124,788
63	Polaroid	2,755,186
152	Polk Miller Products	544,454
242	A. H. Pond	146,170
1	Procter & Gamble	46,406,679
*113	Proctor Silex	950,698
46	Prudential Insurance	3,766,861
70	Purex Corp.	2,279,952
55	Quaker Oats	3,022,574
47	Radio Corp. of America	3,735,367
307	Rainbow Crafts	54,000
30	Ralston Purina	6,067,040
252	Reader's Digest Assn.	133,599
168	Realemon-Puritan	421,303
345	Reardon Co.	26,940
318	Reddi-Wip	45,486
315	Remco Industries	46,000
74	Renault	1,898,117
292	Renuzit Home Products	75,700
195	Republican National Comm.	265,178
*286	Restonic	80,087
183	Retail Clerks Int'l Assn.	325,935
42	Revlon	4,219,880
106	Rexall Drug	1,114,560
60	Reynolds Metals	2,818,160
7	R. J. Reynolds	15,891,416
67	Richardson Merrell	2,374,527
304	Rock of Ages	56,784
176	Sandura Co.	386,729
216	Savings & Loan Foundation	212,429
*326	Schaper Mfg.	40,000
64	Jos. Schlitz Brewing	2,625,530
44	Scott Paper	4,020,948
235	Scovill Mfg.	160,494
212	Scripto	226,120
*277	Sealright Oswego Falls	100,504
268	Sealy Inc.	114,716
59	Sears, Roebuck	2,827,765
107	Seven-Up	1,090,850
224	Frank G. Shattuck	189,785
193	Shell Oil	274,028
244	Shulton	139,578
222	Shwayder Bros.	192,580
68	Simoniz	2,331,275
197	Sinclair Oil	262,690
94	Singer Mfg.	1,245,351
*334	Smith-Corona Marchant	35,956
264	Smith, Kline & French	116,675
*325	Southern & Northern California Renault Dealers	41,740
340	A. G. Spalding	31,000
120	Speidel Corp.	830,108
62	Sperry Rand	2,783,184
178	A. E. Staley Mfg.	373,180
58	Standard Brands	2,887,140
281	Standard Oil (Cal.)	94,007
161	Standard Oil (Ind.)	448,079
121	Standard Oil (N. J.)	786,155
*172	Standard Triumph Motor	395,582
*287	Stanley-Warner	77,850
14	State Farm Mutual	948,953
300	Steel Co.'s Coordinating Committee	65,010
8	Sterling Drug	15,358,919
*230	Stewart-Warner	167,676
123	Stokely-Van Camp	728,127
301	Stroh Brewery	63,228
108	Studebaker-Packard	1,064,249
75	Sunbeam	1,825,112
144	Sunshine Biscuits	573,701
66	Sweets Co. of America	2,484,559
86	Swift & Co.	1,366,220
207	Technical Tape	236,818
11	Texaco	12,161,822
*220	Top Value Enterprises	200,275
217	Travelers Insurance	208,678
*127	20th Century-Fox	698,950
91	Union Carbide	1,304,462
151	Union Oil Co. (Cal.)	548,176
*254	Union Wadding	132,482
*158	U.S. Borax & Chemical	483,398
175	U.S. Brewers Foundation	390,015
53	U.S. Steel	3,298,618
115	U.S. Time	945,913
208	U.S. Tobacco	234,728
109	Van Camp Sea Food	1,032,380
231	Volunteers for Nixon & Lodge	165,089
203	Wander	246,661
215	Ward Baking	513,410
33	Warner Lambert	5,464,060
336	State of Washington	32,902
160	Watchmakers of Switzerland	458,190
*263	Watkins Products	117,168
210	Wembley	230,311
*309	West Bend Aluminum	51,000
*239	Western Tablet & Stationery	152,730
*283	Westgate California	90,090
21	Westinghouse Electric	8,825,165
259	S. F. Whitman & Son	120,915
*321	Williams Furniture	43,771
27	J. B. Williams	7,629,626
234	Williamson Dickie Mfg.	160,694
133	Wm. Wrigley Jr. Co.	616,248
*201	Wurlitzer	255,220
237	Wyler & Co.	157,000
347	Yardley of London	25,600
245	Zenith Radio	139,088

100 Top Network TV Advertisers: 1960

Source: TvB Figures from Leading National Advertisers and Broadcast Advertisers Reports

Rank	Advertiser	Gross Time Sales Only
1.	Procter & Gamble (1)†	$46,406,679
2.	American Home Products (3)	33,376,057
3.	Lever Bros. (2)	28,613,140
4.	General Motors (6)	22,985,033
5.	Colgate-Palmolive (4)	22,511,280
6.	General Foods (5)	18,623,648
7.	R. J. Reynolds (7)	15,891,416
8.	Sterling Drug (9)	15,358,919
9.	General Mills (10)	14,651,707
10.	Brown & Williamson (19)	12,533,149
11.	Texaco (26)	12,161,822
12.	Gillette (8)	12,075,302
13.	Philip Morris (18)	11,245,448
14.	Ford Motor (13)	11,159,933
15.	Liggett & Myers (14)	10,991,624
16.	Bristol-Myers (12)	10,747,288
17.	National Biscuit (20)	10,347,922
18.	Kellogg Co. (21)	9,900,196
19.	American Tobacco (16)	9,701,965
20.	Westinghouse (31)	8,825,165
21.	Alberto-Culver (32)	8,822,038
22.	Chrysler Corp. (17)	8,638,201
23.	National Dairy (24)	8,529,811
24.	S. C. Johnson (23)	8,103,747
25.	P. Lorillard (11)	7,755,281
26.	J. B. Williams Co. (15) (formerly Pharmaceuticals Inc.)	7,629,626
27.	Du Pont (35)	7,558,622
28.	Miles Labs (22)	6,839,446
29.	Carter Products (30)	6,174,175
30.	Ralston Purina (38)	6,067,040
31.	General Electric (27)	5,745,718
32.	Bayuk Cigars (28)	5,705,471
33.	Warner-Lambert (59)	5,464,060
34.	Campbell Soup (34)	5,304,700
35.	Eastman Kodak (29)	5,271,794
36.	Block Drug (52)	5,242,390
37.	Pillsbury (39)	4,927,310
38.	Beech-Nut Life Savers (33)	4,819,117
39.	American Chicle (46)	4,612,913
40.	Kaiser Industries (45)	4,448,040
41.	Johnson & Johnson (50)	4,297,630
42.	Revlon (40)	4,219,880
43.	Armstrong Cork (51)	4,181,034
44.	Scott Paper (41)	4,020,948
45.	Armour (36)	3,988,370
46.	Prudential (44)	3,766,861
47.	RCA (43)	3,735,367
48.	Drackett (56)	3,577,524
49.	Kimberly-Clark (47)	3,524,286
50.	Alcoa (42)	3,492,926
51.	Helene Curtis (72)	3,350,042
52.	Corn Products (37)	3,342,356
53.	U. S. Steel (48)	3,298,618
54.	Mutual Benefit (79)	3,036,436
55.	Quaker Oats (54)	3,022,574
56.	Carnation Co. (55)	3,009,147
57.	H. J. Heinz (53)	2,940,051
58.	Standard Brands (25)	2,887,140
59.	Sears, Roebuck (68)	2,827,765
60.	Reynolds Metals (49)	2,818,160
61.	Beecham Products (75) (formerly Harold F. Ritchie)	2,796,388
62.	Sperry Rand (58)	2,783,184
63.	Polariod Corp. (73)	2,755,186
64.	Jos. Schlitz Brewing (88)	2,625,530
65.	Pet Milk (60)	2,529,401
66.	Sweets Co. of America (67)	2,484,595
67.	Richardson Merrell (93) (formerly Vick Chemical)	2,374,527
68.	Simoniz (=)	2,331,275
69.	General Cigar (136)	2,307,464
70.	Purex Corp. (91)	2,279,952
71.	Olin Mathieson (83)	2,190,483
72.	Noxzema Chemical (81)	1,906,269
73.	AT&T (89)	1,904,364
74.	Renault (86)	1,898,117
75.	Sunbeam Corp. (65)	1,825,112
76.	Goodyear Tire (82)	1,819,908
77.	Firestone (64)	1,789,210
78.	Chesebrough-Pond's (62)	1,786,149
79.	Massey-Ferguson (71)	1,667,479
80.	Mennen Co. (84)	1,621,120
81.	Dow Chemical (151)	1,613,613
82.	Nestle Co. (66)	1,611,156
83.	B. F. Goodrich (144)	1,568,158
84.	American Gas Assn. (69)	1,478,363
85.	Pittsburgh Plate Glass (70)	1,374,266
86.	Swift & Co. (61)	1,366,220
87.	Gulf Oil (85)	1,334,609
88.	John H. Breck (98)	1,322,555
89.	Canada Dry (174)	1,311,430
90.	Hazel Bishop (104)	1,305,408
91.	Union Carbide (105)	1,304,462
92.	Consolidated Cigar (110)	1,290,070
93.	Mattel (109)	1,272,690
94.	Singer Mfg. (63)	1,245,351
95.	Falstaff Brewing (77)	1,236,529
96.	Longines-Wittnauer (176)	1,192,020
97.	Chemstrand Corp. (97)	1,190,550
98.	Thomas Leeming Co. (172)	1,188,960
99.	Cowles Magazines (=)	1,188,633
100.	Dumas Milner (=)	1,174,728

†1959 rank in parentheses. =Not on network tv in 1959.

NBP Members Expect 4%, Not 40% Rise in 1961 Revenue

In a story about a report by Morris Goldman of J. K. Lasser & Co. to members of National Business Publications (AA, April 3), ADVERTISING AGE incorrectly quoted Mr. Goldman as saying: "Despite a drop-off of about 9% in profits for the first two months, NBP members expect to end 1961 only 1% or 2% below 1960 in pages and up 40% in revenue."

Actually, Mr. Goldman said there was a drop-off of 9% in pages, not profits, and he said members expect a 4%, not a 40% increase in revenue.

U.S. Reveals Adman's Program for $2,500,000 Tourism Ad Drive Abroad

(Continued from Page 1)

tions.

With final congressional action authorizing the program likely within the next few weeks, the Secretary reported today that he has already screened three or four prospects who seem to meet the stiff qualifications which are specified for the top man in the program. New York agency man, K. LeMoyne Billings, vp at Lennen & Newell, New York, and a close personal friend of the President, who has been identified with the program in the planning stage, reportedly was a possibility.

■ The detailed plan for the tourism operation is the work of Walter Johnson, vp of Interpublic Inc., who was with the department on a consulting basis. A department spokesman characterized Mr. Johnson as "one of two peaks" among the authorities on tourism promotion, but the spokesman emphasized this does not mean that Interpublic Inc. has the inside track for the account.

Mr. Johnson is an old airline hand. He was vp-passenger sales of American Airlines and senior vp of marketing at Capital Airlines before joining the McCann organization where, at Interpublic, he is now listed as general corporate executive.

The report said studies have been made of the funds necessary to do an effective advertising job of telling the U.S. travel story in each of the major markets, but this "back up" material used by Mr. Johnson was not released at this time.

A spokesman for the department said "no ground rules" for selecting an advertising agency or agencies have been considered at this point, but that in all probability, the back up material, or some of it, will have to be available to agencies that are interested in the campaign.

■ The report is silent so far as a description of an ideal advertising agency is concerned. However, it emphasizes at several points that research and promotional planning must be geared to the local point of view, rather than an American viewpoint.

"There must be serious research done to assess those appeals which are attractive to the potential customer in each country," the report said.

"We cannot make the mistake of assuming that all Europeans are anxious to visit our national parks. There may be certain areas of our culture and geography which are particularly attractive to Germans. Others may be attractive to Frenchmen and a completely different set may be required to interest Japanese or Venezuelans.

■ "The significant factor here is that our program must be designed to appeal to each nationality along pretested lines so that we will know that our advertising, promotion and direct selling in these markets will be productive within the size of the market itself. Advertising in Germany should be created by Germans to appeal to Germans and produce German travelers to points all over the U.S.A."

At another point, the report reiterates: "To appeal to the national tourist in any country, we must be, in each case, careful to reach him in his own terms. Our advertising must be in the language of the prospective customer. It should be created by marketing experts in his own country, and it should reflect local custom and culture.

"It should be the function of such advertising to stimulate interest in the U.S., to inform the peoples of other countries about specific matters of interest, such as cost, facilities, customs, etc.," the report explained, "and to educate the prospective tourist in the historic, cultural, scenic and social areas of interest in our country."

■ Commerce officials said that total spending probably would not exceed $3,000,000 in the first year, while the program was gathering momentum, but that the full operation as outlined in the report to the President would cost $4,693,240.

Advertising would get $2,500,000, and sales promotion $834,750. Other principal budget items when the program is in full swing: Travel centers, $442,630; Washington office, $362,620; editorial promotion, $205,000; roving travel promotion officers, $173,240; research, $125,000; and visitor satisfaction, $50,000.

Matched against normal ratios of comparable expense by private industry, an investment of $5,000,000 in international travel development is conservative and sensible, Mr. Johnson commented in his report.

But he hammered away at the point that it is important that the budget be adequate to do the job. "Opening overseas offices without adequate funds for advertising, public relations, sales promotion and direct selling support will be of doubtful value," he warned. "The task at hand is a major one —with an adequate budget it can be highly productive and contribute materially to the national welfare.

"It would be better not to undertake such a program, however, than to cast the U.S. government into the highly competitive world travel market with a program which would lose us respect, fail to produce tangible results, and handicap future efforts."

■ The plan consciously seeks to avoid any "competition" between government tourism activity and the sales responsibilities of carriers, travel agents and other travel industry members. The proposed U.S. Office on International Travel would seek only to sell the U.S. as a travel destination. State promotional agencies, carriers, hotels and other travel interests would be expected to continue and intensify their own sales efforts.

This government effort "would have the effect of complementing and reinforcing" the competitive advertising of American flag carriers and others, Secretary Hodges argued before the House interstate commerce tourism subcommittee today.

■ He cited France as an example, pointing out that the French National Tourist Office has used "colorful ads" to create a desirable tourist image of France. This has enhanced the promotional efforts of Air France, which feature French cuisine, decor and such slogans as "You're in France the moment you step aboard our New York to Paris flight," the Secretary said.

"It is not our purpose to create more business for particular segments of the U.S. transportation or tourist industry," he explained. "From the government view, we are as anxious to have the tourist who drives his own car and stays with friends, as the one who flies by Pan American, and lodges at a tourist resort.

"I stress this point," the Secretary said, "because the program should not be regarded or allowed to become a form of subsidy to private industry."

■ As assurance that the government offices will be kept on an institutional basis, he said the overseas offices will be used for direct distribution only of primarily non-commercial promotional material—material produced by the federal government, by the tourist promotion offices of the 50 states, by local civic and chamber of commerce groups and by other non-profit agencies.

In addition, however, he said the government facilities can "legitimately" assist in supplying commercially produced brochures and advertisements on travel to the U.S. "However, we plan to accomplish this distribution principally through the foreign travel agents, carriers, etc., who do the actual booking and selling of tours."

■ The 50-page presentation drawn up by Mr. Johnson and submitted to the President notes that more than $20,000,000 is being spent here annually by foreign advertisers to lure Americans abroad.

"We are today the only major nation which does not have a substantial government program to stimulate the growth of tourism. In the absence of such a program we are being badly outsold as an attractive travel destination throughout the world," the report says.

Mr. Johnson described the program as "self liquidating." If only 100,000 additional tourists are attracted, he estimated, the additional federal and local taxes that are collected will equal the entire cost.

Private industry hasn't been able to do the job, he said. Because of the highly competitive nature of industry, its expenditures have been restricted to the advantages and satisfactions of the specific service.

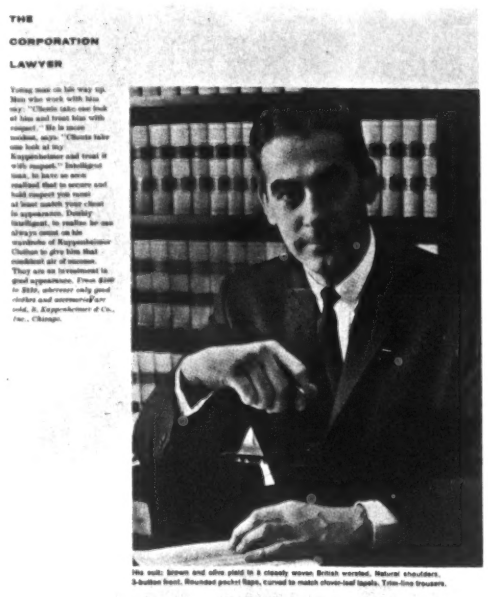
■ "In other words," he told the President, "private industries cannot engage in a broad program of competing for the world tourist dollar against foreign governments, while at the same time maintaining their own competitive position with respect to specific industry competition."

In preparation of the report, the Commerce Department had obtained reports on tourism activity from U.S. foreign service posts in major capitals throughout the world. From this material, Mr. Johnson noted that, excluding advertising by carriers, a total of approximately $4,830,000 was spent in travel advertising in the United Kingdom in 1960 to countries other than the U.S.A. National tourist offices distributed over 30,000,000 pieces of tourist literature, with France and Switzerland distributing over 1,000,000 pieces each.

In "the comparatively modest market of Belgium major expenditures for advertising in mass media are now being made by Greece, Great Britain, India, Switzerland, Italy and Portugal," the report pointed out.

■ "We must devote major effort to the attitude of all who come in contact with visitors from abroad. As a people we must communicate a real sense of warm, friendly hospitality to people who have difficulty with our language, who are strange to our customs, and who dress and act differently than the average American."

This last, said the report, might be an assignment for the Advertising Council.



MODEL—*This ad for Kuppenheimer clothes features Buchen Advertising's executive on the account, Richard Elam, as the model. The ad will appear in the fall in Esquire, Gentlemen's Quarterly and The New Yorker. A similar ad, but featuring a doctor, will run in the Journal of the American Medical Assn.*

COMMERCE PUTS OUT TOURISM POSTERS

WASHINGTON, April 12—The Department of Commerce jumped the gun on tourism promotions today, with two handsome posters and car cards which are to be distributed abroad advertising "Visit Wonderland U.S.A."

Since the department still does not have authority to develop a paid promotion campaign for tourism, the posters were produced by the Advertising Council, with Campbell-Ewald, New York, serving as the task force agency.

■ One of the posters shows the Lincoln statue in the Lincoln Memorial, in Washington. The other shows a big city skyline, presumably New York. The only text on the posters and car cards is "Visit Wonderland U.S.A."

Commerce Department reported that 25,000 sets of cards and posters have been produced, and are en route to foreign service posts abroad for distribution. Four different languages have been used, according to destination: English, French, German and Spanish. The Department of Commerce paid for the artwork and printing out of pocket expense.

Legislation authorizing a continuing tourism promotion by the Department of Commerce is nearing final approval in Congress. The decision to go ahead with the posters without awaiting the final congressional action was made in order to get promotional material abroad in time for this summer's travel season. #

Weintraub Opens in Houston

Weintraub & Associates, St. Louis agency, has opened an office at 3815 Richmond, Houston.

$2,500,000 to Back Budweiser's 'Pick a Pair' Drive in '61

CHICAGO, April 11—Anheuser-Busch will spend about $2,500,000 for its 1961 Budweiser "Pick a pair of six packs" advertising during June and July.

Ray E. Krings, director of advertising of Budweiser, told the Broadcast Advertising Club of Chicago today that the company will put a total of more than $3,000,000 behind the promotion, including merchandising and promotional activity over and above media advertising.

He told the broadcast group that Budweiser will use 586 radio stations in 386 markets, and 221 tv stations in 154 markets, as well as magazines and outdoor for the "Pick a pair" drive.

■ The promotion was first used in 1958, and 16,000,000 packs of Budweiser were sold during the two-month period, he said. For the initial drive, the company spent about $2,000,000 in advertising. In 1959, 20,000,000 packs were sold during the promotional period, and this total remained the same last year, when the period was moved back to May and June.

Mr. Krings said the promotion is very successful in food stores, where Budweiser supplies a variety of "Pick a pair" promotional pieces with which the retailer can offer other paired items at special prices, using the same theme.

D'Arcy Advertising Co., St. Louis, is the agency for Budweiser. #

George B. Storer Jr. Named President of Storer Broadcasting

MIAMI, April 12—George B. Storer Jr. today was elected president of Storer Broadcasting Co., succeeding his father, who remains as chairman of the board.

The board of directors was elected at yesterday's annual stockholders' meeting.

George Storer Jr. had served as vp for tv since 1957. He had been a vp of the company since 1951. No successor as vp for tv has been named. These duties will be distributed between Bill Michaels of Detroit and Terry H. Lee, Atlanta, both board members and both regional vps for tv.

A 13-year veteran in the radio and tv business, George Storer Jr. began his broadcasting career at Station WAGA and WAGA-TV, Atlanta.

■ After three years as vp and managing director of Storer stations in San Antonio, he was transferred to the Miami Beach home office in mid-1954 and named vp for planning and finance. A year later he became southern district vp, having responsibility for all Storer stations, radio and tv, within his district. #

French Agencies Hike Billing

In a list of France's five top agencies, appearing on Page 118, billings of three agencies in 1959 and 1960 were inadvertently transposed. Correct 1960 billings (with 1959 billings in parentheses) are: Elvinger $10,200,000 ($8,000,000), Synergie $9,800,000 ($8,600,000) and Sodico $8,600,000 ($7,600,000).

Gray Line Names Meltzer

Gray Line New York Tours Corp. has appointed Richard Meltzer Advertising, New York, to handle its advertising. Meltzer has handled the San Francisco Gray Line since 1950 and Gray Line Sight-Seeing companies since 1958.

Rainier Ale Drive to Suggest Repeal of Female Suffrage

SEATTLE, April 13—A movement to repeal the 19th amendment will be launched on the West Coast in a puckish campaign for Rainier ale, product of Sick's Rainier Brewing Co.

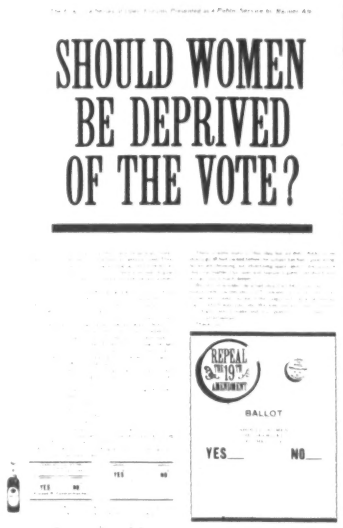
In "The first of a series of Open Forums presented as a public service by Rainier Ale," the brewery's campaign will ask in bold type, "Should Women Be Deprived of the Vote?"

Copy of the first ad, prepared by Howard Gossage, of Weiner & Gossage, San Francisco, goes on to ask whether readers have noticed that "Most things don't taste the same any more.

"Some authorities," the ad continues, "hold this to be part of a general trend. . . . and have even fixed the date when this decline started, Aug. 26, 1920, the day the 19th amendment became law and women got the vote."

"Excuse" for the drive "to take the vote away from women" is the contention that women have ruined the beer business by insisting on dry beers.

■ The second ad includes this statement: "We hope that the men in the audience will continue to buy Rainier Ale if for no other reason than that, as far as is known, no woman has ever been known to drink it. A remarkable record."



VOTE—*Rainier gets it anti-feminine drive off with this ad.*

Readers of the series will be urged to send for a ballot on the question, "Should women be deprived of the vote?" A campaign badge calling for such action and a smaller badge, "Against the Repeal of the 19th Amendment" for minority readers, will also be offered.

The ads will appear in dailies throughout Oregon, Washington and California, with the first insertions scheduled for the week of April 17 in the dailies. *The New Yorker*, *Playboy* (western edition), *Sports Illustrated* and *Territorial Enterprise* will also be used.

Royal Crown Names Uzzell Marketing Head, Ansley VP

Royal Crown Cola Co., Columbus, Ga., has appointed W. E. Uzzell vp and director of marketing. Mr. Uzzell, who joined the company in 1938, was formerly vp and general sales manager.

W. E. Uzzell

At the same time, Royal Crown has appointed Bradford D. Ansley to succeed Mr. Uzzell as vp-sales. Mr. Ansley was formerly a public relations and sales consultant.

D-F-S Names Leonard VP

Frank M. Leonard, who joined Dancer-Fitzgerald-Sample, New York, in 1959 as director of pr, has been named a vp.

Schenley to Launch Controversial Push on NY TV Stations

(Picture on Page 1)

NEW YORK, April 12—Schenley Import Co. today lifted the lid on the subtlest soft-sell ever undertaken on tv for its hard-liquor products.

The occasion: The unveiling of a $1,000,000 campaign for Dubonnet wines.

Schenley will put roughly $500,000 into radio and tv, mostly for sponsorship of a 39-week, half-hour "Montovani and His Orchestra" show over WNTA-TV, beginning this April 15.

Commercials for the show were turned down by WNBC-TV and WCBS-TV, subscribers to the National Assn. of Broadcasters code, as clearly a promotion for the company's branded whiskies. While apparently no U.S. tv station has ever taken a straight campaign for the hard stuff, Schenley has apparently got the sidewinding plug to work.

■ One commercial, typical of the rest, shows a wine glass emblazoned with the company catchline: "Schenley Elegance." The camera lingers there for a longish moment then switches to the Dubonnet theme. Typical of that is the jingle:

There's a touch of Paris in
every drop of DuBonnet.
Not so sweet, not so dry
On the rocks, neat or dry
Try DuBonnet.

Rounding out the commercial is the sentence: "Another product of Schenley elegance."

Spokesmen at code-subscribing tv stations said virtually every frame carried the Schenley logo. "Are they selling DuBonnet or Schenley?" one asked.

In any event, WNTA-TV's Montovani show will be heard simultaneously over radio stations WNTA-AM and WNTA-FM. In addition, 10, 20 and 60-second spots have been scheduled on WOR-TV (also a non-subscriber to the NAB code) and WNTA-TV.

The WNTA-TV schedule will cover 13 weeks to July, and will resume after Labor Day.

■ On radio, Dubonnet will be featured in 20, 30 and 60-second spots on radio stations WOR, WABC, WINS, WMGM and WNTA.

Provocative ads have been lined up for New York newspapers. These are some of the copy changes that will be rung:

"Want to 'go easy' on the cocktails before lunch?"

"Do you consider your wife's taste when you buy liquor?"

"Are you meeting the girls for cocktails?"

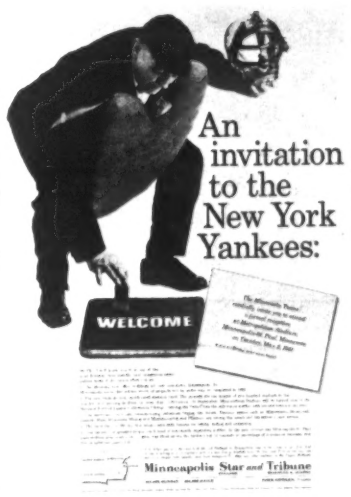
The company has budgeted about $300,000 for print ads, and $200,000 for sales promotion.

The whole campaign would test the old sales maxim, "In wine sales, as New York goes, so goes the nation," said Bernard Goldberg, exec vp of Schenley import. "We have made a bold decision to spend the whole $1,000,000 in New York." The budget was quadrupled from the previous year's $250,000.

■ Schenley's studies had shown that since its introduction to the U.S., Dubonnet had been sold mostly to "cosmopolitan, sophisticated women in the upper economic strata." Currently, however, the Dubonnet taste had been detected among business executives ("men who find the ordinary cocktail a bit too strong"), the rising young career women and housewives.

"These women, like the men, are customers who also wish to be sociable, but prefer a gentler, more fashionable drink," he said.

Kleppner Co. is the agency. ≠



BATTER UP—*The Minneapolis Star and Tribune ran this full page in the New York Times on April 11 when the Minnesota team met the Yankees.*

Katz Adds KSD Stations in St. Louis

NEW YORK, April 13—Katz agency has lassoed its second station, KSD-TV, St. Louis, from the coveted NBC-repped stations 'midst hot competition from other representatives.

About three weeks ago, Katz was named to handle WAVE-TV, Louisville, the first station in the NBC camp to name a new rep since that network lost its court battle to block the Federal Communications Commission ruling against network representation of non-owned tv stations. Katz also has acquired other WAVE Inc. stations, including WAVE, radio station, as well as WFIE-TV, Evansville, Ind., and WFRV-TV, Green Bay, Wis.

Katz will take over KSD-TV, as well as KSD, on July 1, 1961, despite the fact that the FCC order doesn't go into effect until the end of the year. It is understood that these stations are eager to find new homes before spot tv selling for the fall begins.

Other NBC-repped stations still up for grabs are KOA-TV, Denver; WRGB, Schenectady; WCKT, Miami; WHNB-TV, New Britain, Conn.; and KONA, Honolulu. ≠

Peter Joins 'Family Circle'

Peter J. Peter, formerly with the sales staff of Fawcett Publications, has joined *Family Circle*, New York.

Prince Macaroni Spreads Product Around 'With Love'

LOWELL, MASS., April 12—Prince Macaroni Mfg. Co. is spreading love around like spaghetti sauce as it moves into the national picture with a radio and newspaper campaign for its line of macaroni products and prepared Italian foods.

Prince Macaroni is expanding from its home base, the Greater Boston area, into all major markets on the Eastern Seaboard with a series of radio commercials and newspaper ads based on the theme "Cooking with Love." The campaign also includes a consumer offer of a special spaghetti fork for five labels from any Prince prepared foods or a spaghetti bib for 50¢ plus one label from any package of Prince's dry spaghetti.

■ In its series of three-minute radio featurettes, John Fostini, New York actor-lecturer, reads selections from his collection of "Love Letters of Famous People," and builds up a romantic atmosphere. He then moves to the theme that Prince spaghetti and sauces are made "for you with love from Prince."

The newspaper campaign, largest in this medium in the company's history, includes full-page, four-color ads plus 800-line and 1,000-line b&w ads. Each carries through the love theme in copy and also carries the theme trademark—a heart-shaped symbol topped with a crown encasing the words "For you with love from Prince."

■ The color ads offer 10 recipes. A new product, Prince rigatoni and sauce, is being introduced in b&w ads, which also stress the fresh ingredients in the prepared products, and the lightness of Prince spaghetti.

The company and its agency, Adrian Bauer & Alan Tripp, Philadelphia, note that the love theme was adopted because "Italian foods lend themselves to this type of appeal."≠

Prudential Boosts Roberts

Frank Roberts has been promoted to manager, public relations and advertising in the Mid-America home office of Prudential Insurance Co., Chicago, a title vacant for the past year. Mr. Roberts formerly was art and production manager.

The Class of the Mass

The Mirror is strongest in the more prosperous neighborhoods of the mass market in New York—weakest in the slums.

People interested in new homes are solid people—good customers. The Mirror is *first* among New York's *seven* dailies in New Homes advertising linage.

Make The Mirror a MUST!

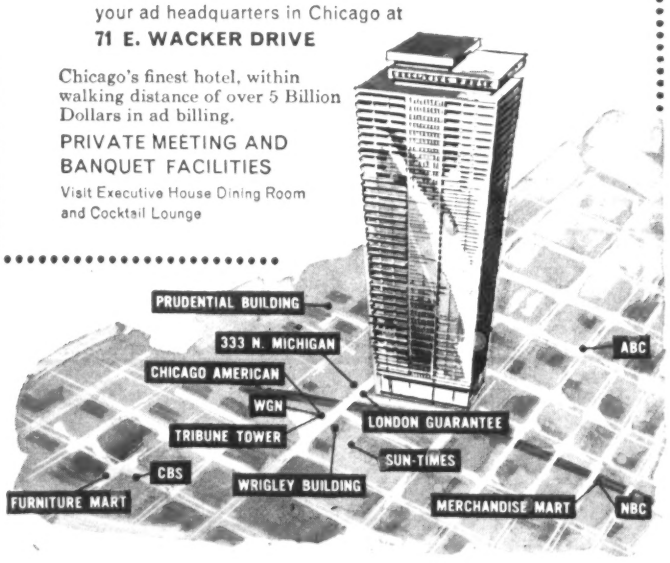
AD MEN PUT *Executive House*® ON THE MAP...

your ad headquarters in Chicago at
71 E. WACKER DRIVE

Chicago's finest hotel, within walking distance of over 5 Billion Dollars in ad billing.

PRIVATE MEETING AND BANQUET FACILITIES

Visit Executive House Dining Room and Cocktail Lounge



IN RIVERSIDE COUNTY, CALIFORNIA THERE'S

ACTION

AT THE GAS PUMP!

Riverside is a booming market that spends more at gasoline service stations than the counties of these cities: Rochester Salt Lake City or New Orleans, and it ranks 63rd among the 200 leading counties. And it's all yours! But *only* through the Riverside Press-Enterprise. Riverside is 60 miles from Los Angeles and less than ½ of 1% of the total circulation of the Los Angeles papers reach here! That's why you *need* the PRESS-ENTERPRISE. Riverside is part of the billion dollar San Bernardino-Riverside-Ontario market that stands 4th in California, 27th in the nation. Always include the Riverside PRESS-ENTERPRISE in your schedule and you'll get plenty of action at the gas pump!

Represented Nationally by Newspaper Marketing Associates

The blockbuster of market-media data is about to hit!

Even the sidewalk engineers would be surprised at the blockbuster action Advertising Age's Annual Market Data Issue produces each year. When market planners and media specifiers start sending in their requests for data—watch out—the response is overwhelming. Last year, over 92,000 requests for information were processed and passed on to the media offering the data. This makes for a lot of contact between media and media user.

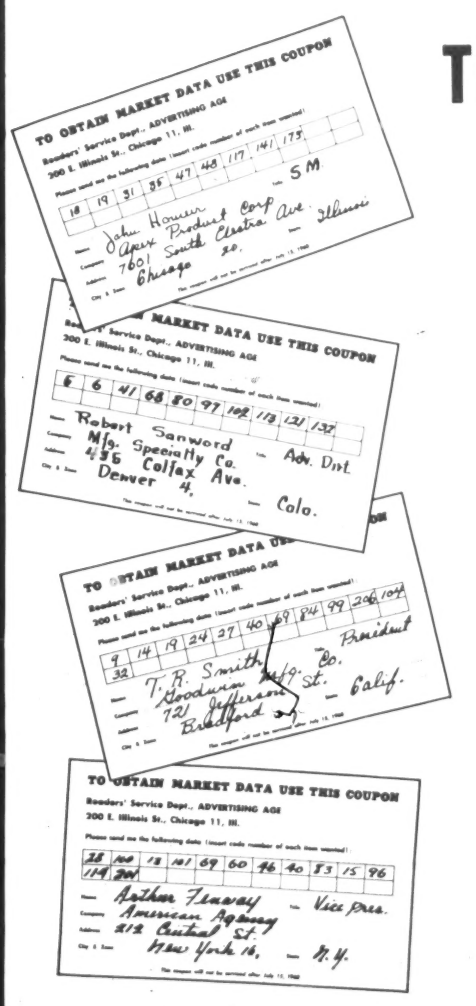
That's why so many media sellers and buyers are looking forward to the Market Data Issue this year, which is to be published on May 8, 1961.

Over 1800 market data pieces will be digested and catalogued in eight basic market classifications to simplify selection. Page after page of this issue will get careful, methodical study from the very people whom media representatives are most anxious to reach. These include the advertiser and agency executives from company presidents and advertising managers to account executives and media buyers, as well as researchers and librarians who prepare and funnel information for programs and campaigns.

What's more, these people will be most receptive to all market and media information—including the facts you want them to consider—because they will be concentrating on market/media offerings. It's hard to imagine a more potent opportunity for strong media promotion to be seen, read, evaluated and retained for reference than the Market Data Issue.

No other publication in the advertising/marketing world offers such positive proof of editorial acceptance and usage by advertisers and agencies. No other advertising/marketing journal offers such a great audience — over 50,000 paid subscribers —which includes virtually every important figure responsible for market planning and media selection.

Take advantage of this combination of enthusiastic reader usage and field-blanketing circulation to develop your market promotion. Reserve your space today.



The *Action-Packed* issue of the year

CAPTURE YOUR SHARE OF HIGH READER INTEREST WITH A "TELL-ALL" AD FOR YOUR MEDIUM OR SERVICE IN THE . . .

14th Annual MARKET DATA ISSUE

CLOSING DATE APRIL 26, 1961
PUBLICATION DATE— MAY 8, 1961.

ABC ABP NBP

1 Year (52 issues) $3.

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK

KRON is TV in SF

San Franciscans are sold on KRON-TV

TURN BACK
TO PAGE
57

· S.F. CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

SEAL OF GOOD PRACTICE